

# Regional Economic Analysis Profile

Coastal Economic Market

May 2015



Monterey, Santa Cruz, San Benito, Santa Barbara, San Luis Obispo



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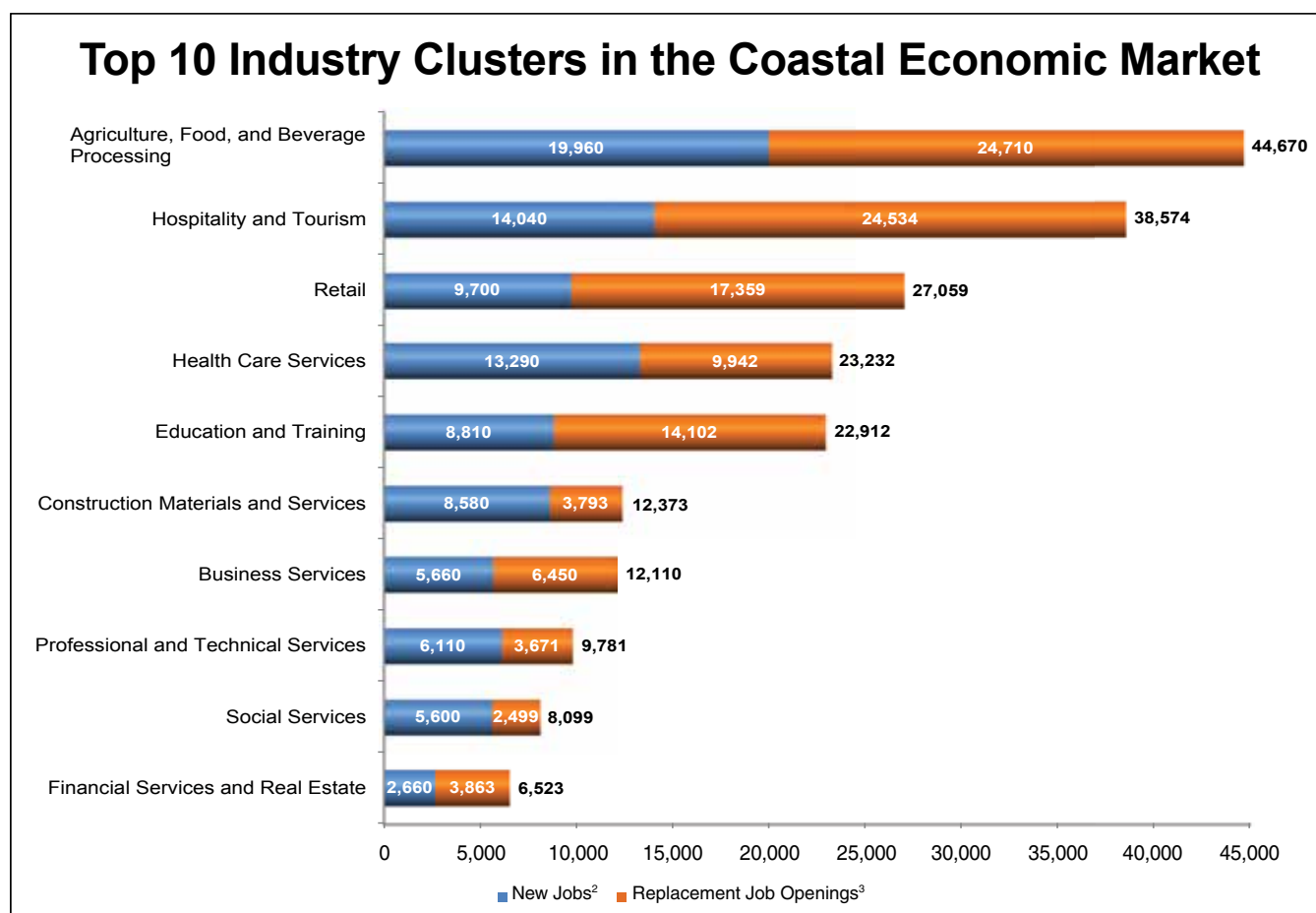
# SUMMARY OF THE COASTAL ECONOMIC MARKET INDUSTRY CLUSTERS

## 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 market industry clusters. This report focuses on the future employment demand of economic market industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of this report is to account for industry clusters with the largest number of projected total job openings<sup>1</sup> and help the California workforce development system prepare the state's workforce to compete for these future job opportunities.



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

<sup>1</sup> Total job openings are the sum of new jobs and replacement job openings.

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

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

## INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the Coastal Economic 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 **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 over 95,000 people during 2013-2014,\* or 17.8 percent of the economic market's workforce. Top industries in this cluster include:

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

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 more than 76,000 workers, or 14.2 percent of the economic market's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Museums, Historical Sites, and Similar Institutions
- Special Food Service

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 57,000 workers, or 10.7 percent of the economic 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
- Department Stores
- Automobile Dealers

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing home and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed more than 51,000 people in the economic market during 2013-2014,\* accounting for 9.6 percent of the workforce. Top industries within this cluster include:

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

The **Education and Training** industry cluster is comprised of elementary and high schools, community colleges, universities, and professional schools with programs such as dental, law, and medical. Other establishments include English as a Second Language (ESL) programs, test preparation and tutoring, or driving instruction. During 2013-2014,\* this cluster employed more than 54,000 people in the economic market, accounting for 10.1 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
- Business Schools and Computer and Management Training

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

## INDUSTRY CLUSTER DESCRIPTIONS

The **Construction Materials and Services** industry cluster is comprised of builders of mechanical systems such as electrical, heating, and water; specialty trades outfits such as drywall, flooring, and painting contractors; residential and commercial builders; and contractors who complete foundation and framing work. During 2013-2014,\* more than 23,000 workers made up the cluster's employment, representing 4.3 percent of the economic market's total workforce. Top industries within this cluster include:

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

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 31,000 people during 2013-2014,\* or 5.8 percent of the economic market's workforce. Top industries in this cluster include:

- Employment Services
- Services to Buildings and Dwellings
- Office Administrative Services
- Management of Companies and Enterprises
- Business Support 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,\* nearly 19,000 people were employed in the economic market, or 3.5 percent of the workforce. Top industries within this cluster include:

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

The **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 18,000 people and accounted for 3.4 percent of the economic 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 **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 16,000 people, which accounted for over 3.1 percent of the economic market's workforce in 2013-2014.\* Industries showing the highest projected job openings include:

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

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



# INDUSTRY CLUSTER DEFINITIONS

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

## 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

## 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
- 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



# INDUSTRY CLUSTER DEFINITIONS

## Education and Training

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

## Construction Materials and Services

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

## 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

## Professional and Technical Services

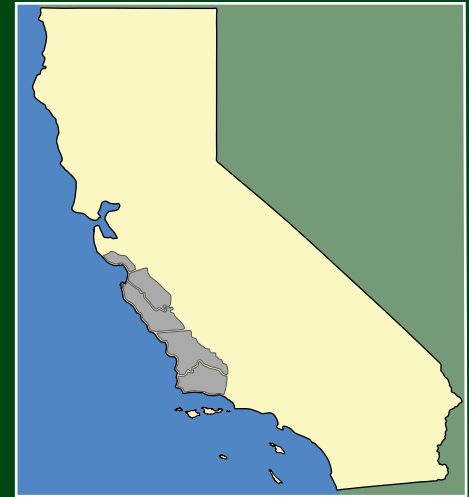
- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services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

## Social Services

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

## Financial Services and Real Estate

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



# Occupational Analysis: Agriculture, Food, and Beverage Processing Cluster

Coastal Economic Market

May 2015

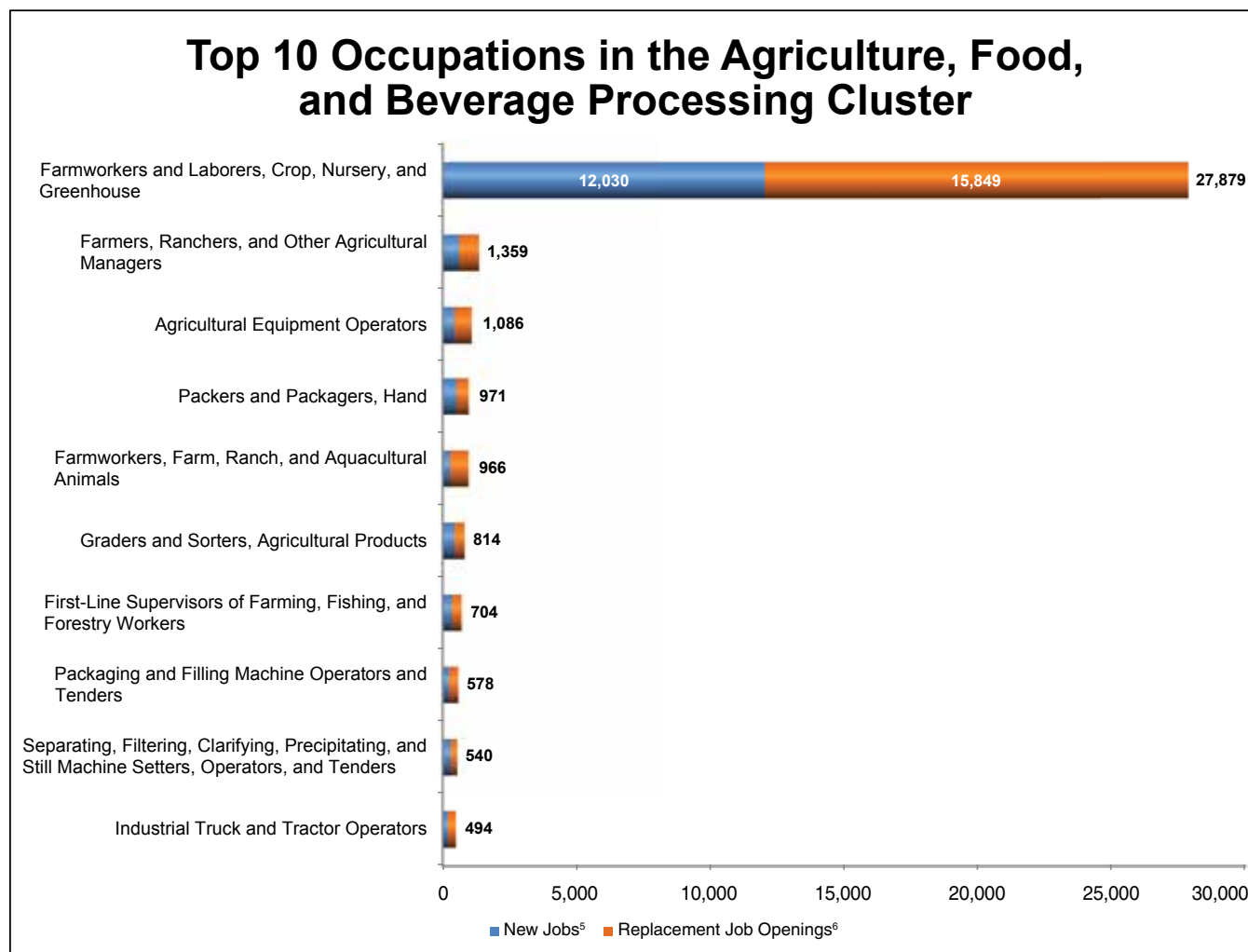
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## What is the Agriculture, Food, and Beverage Processing Cluster?

The Agriculture, Food, and Beverage Processing cluster is comprised of 26 industries related to crop and animal farming as well as food and beverage manufacturing. The workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional.

## Top 10 Occupations in the Agriculture, Food, and Beverage Processing Cluster

The graph below identifies the top 10 occupations in the Agriculture, Food, and Beverage Processing cluster, based on the Coastal Economic Market's new job growth plus replacement openings. In sum, these 10 occupations represent over three-quarters of the 44,670 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as coordination, active listening, monitoring, and critical thinking.<sup>4</sup>



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

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

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

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

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

The table below further profiles the Coastal Economic Market's top 10 occupations in the Agriculture, Food, and Beverage Processing cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBS<sup>SM</sup> ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)), California's online job listing system.

Occupations	Total Job Openings <sup>7</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>8</sup>	HWOL Job Ads <sup>9</sup> (120 days)
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	27,879	\$9.22	\$19,186	Less than high school	38
Farmers, Ranchers, and Other Agricultural Managers	1,359	\$40.75	\$84,755	High school diploma or equivalent	44
Agricultural Equipment Operators	1,086	\$13.05	\$27,148	Less than high school	5
Packers and Packagers, Hand	971	\$9.31	\$19,368	Less than high school	34
Farmworkers, Farm, Ranch, and Aquacultural Animals	966	\$11.04	\$22,958	Less than high school	74
Graders and Sorters, Agricultural Products	814	\$9.50	\$19,750	Less than high school	1
First-Line Supervisors of Farming, Fishing, and Forestry Workers	704	\$22.33	\$46,457	High school diploma or equivalent	23
Packaging and Filling Machine Operators and Tenders	578	\$11.02	\$22,922	High school diploma or equivalent	45
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	540	\$15.93	\$33,135	High school diploma or equivalent	12
Industrial Truck and Tractor Operators	494	\$14.32	\$29,796	Less than high school	84

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending March 26, 2015.

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

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

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

## Top Occupations for the Agriculture, Food, and Beverage Processing Cluster by Education Level

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

Occupations	Total Job Openings <sup>10</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	229	\$45.69	\$95,028	222
Accountants and Auditors	195	\$34.74	\$72,276	766
Industrial Production Managers	115	\$44.59	\$92,737	48
Food Scientists and Technologists	80	\$37.39	\$77,780	6
Financial Managers	77	\$53.13	\$110,513	338
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Heavy and Tractor-Trailer Truck Drivers	385	\$20.47	\$42,569	1,171
First-Line Supervisors of Production and Operating Workers	183	\$27.75	\$57,710	318
Agricultural and Food Science Technicians	105	\$17.58	\$36,568	24
Computer, Automated Teller, and Office Machine Repairers	23	\$20.45	\$42,533	7
Nursing Assistants	16	\$14.84	\$30,880	327
<b>Requires a High School Diploma or Equivalent or Less</b>				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	27,879	\$9.22	\$19,186	38
Farmers, Ranchers, and Other Agricultural Managers	1,359	\$40.75	\$84,755	44
Agricultural Equipment Operators	1,086	\$13.05	\$27,148	5
Packers and Packagers, Hand	971	\$9.31	\$19,368	34
Farmworkers, Farm, Ranch, and Aquacultural Animals	966	\$11.04	\$22,958	74

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending March 26, 2015.

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

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

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

Occupations	Skills																			
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	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
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers	●	●		●	●					●		●					●			●
Accountants and Auditors <sup>11</sup>	●	●		●				●		●	●						●			●
Industrial Production Managers	●	●		●	●			●		●		●					●			●
Food Scientists and Technologists	●	●	●	●	●			●				●					●			●
Financial Managers <sup>12</sup>	●	●			●				●			●				●			●	●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●		●	●		●			●
First-Line Supervisors of Production and Operating Workers		●		●	●					●		●					●		●	●
Agricultural and Food Science Technicians <sup>13</sup>	●	●	●		●						●	●					●		●	●
Computer, Automated Teller, and Office Machine Repairers	●	●			●							●		●	●		●	●		●
Nursing Assistants	●	●		●	●							●					●		●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse <sup>14</sup>		●		●	●	●	●			●		●		●	●		●			
Farmers, Ranchers, and Other Agricultural Managers <sup>15</sup>				●	●			●			●	●	●			●	●		●	●
Agricultural Equipment Operators		●		●	●	●								●	●		●	●		●
Packers and Packagers, Hand		●		●	●			●				●					●	●		●
Farmworkers, Farm, Ranch, and Aquacultural Animals		●		●	●			●				●		●	●		●	●		●

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

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

<sup>12</sup> Skills represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

<sup>13</sup> Skills represent Agricultural Technicians, a specialty of Agricultural and Food Science Technicians.

<sup>14</sup> Skills represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

<sup>15</sup> Skills represent Farm and Ranch Managers a specialty occupation of Farmers, Ranchers, and other Agricultural Managers.

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

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

<sup>16</sup> Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>17</sup> Work Activities represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

<sup>18</sup> Work Activities represent Agricultural Technicians, a specialty of Agricultural and Food Science Technicians.

<sup>19</sup> Work Activities represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

<sup>20</sup> Work Activities represent Farm and Ranch Managers a specialty occupation of Farmers, Ranchers, and other Agricultural Managers.



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

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

Agriculture, Food, and Beverage Processing Occupations	Related Occupations
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
Accountants and Auditors	<ul style="list-style-type: none"> <li>• Bookkeeping, Accounting, and Auditing Clerks</li> <li>• Financial Analysts</li> <li>• Personal Financial Advisors</li> </ul>
Industrial Production Managers	<ul style="list-style-type: none"> <li>• General and Operations Managers</li> <li>• Logistics Managers</li> <li>• Power Distributors and Dispatchers</li> </ul>
Food Scientists and Technologists	<ul style="list-style-type: none"> <li>• Biochemical Engineers</li> <li>• Energy Engineers</li> <li>• Soil and Water Conservationists</li> </ul>
Financial Managers	<ul style="list-style-type: none"> <li>• Auditors</li> <li>• Marketing Managers</li> <li>• Sales Agents, Financial Services</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> <li>• Light Truck or Delivery Services Drivers</li> <li>• Pile-Driver Operators</li> <li>• Service Unit Operators, Oil, Gas, and Mining</li> </ul>
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Agricultural Crop and Horticultural Workers</li> <li>• First-Line Supervisors of Mechanics, Installers, and Repairers</li> <li>• Industrial Production Managers</li> </ul>
Agricultural and Food Science Technicians	<ul style="list-style-type: none"> <li>• Agricultural Inspectors</li> <li>• Chemical Technicians</li> <li>• Precision Agriculture Technicians</li> </ul>
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> <li>• Avionics Technicians</li> <li>• Computer User Support Specialists</li> <li>• Electrical Engineering Technicians</li> </ul>
Nursing Assistants	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	<ul style="list-style-type: none"> <li>• Farmworkers, Farm, Ranch, and Aquacultural Animals</li> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> <li>• Landscaping and Groundskeeping Workers</li> </ul>
Farmers, Ranchers, and Other Agricultural Managers	<ul style="list-style-type: none"> <li>• Agricultural Inspectors</li> <li>• First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators</li> <li>• Industrial Production Managers</li> </ul>
Agricultural Equipment Operators	<ul style="list-style-type: none"> <li>• Pile-Driver Operators</li> <li>• Refuse and Recyclable Material Collectors</li> <li>• Riggers</li> </ul>
Packers and Packagers, Hand	<ul style="list-style-type: none"> <li>• Inspectors, Testers, Sorters, Samplers, and Weighers</li> <li>• Marking Clerks</li> <li>• Shipping, Receiving, and Traffic Clerks</li> </ul>
Farmworkers, Farm, Ranch, and Aquacultural Animals	<ul style="list-style-type: none"> <li>• Fishers and Related Fishing Workers</li> <li>• Landscaping and Groundskeeping Workers</li> <li>• Nursery Workers</li> </ul>

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

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

The following table lists the Coastal Economic Market employers in the Agriculture, Food, and Beverage Processing cluster who posted the most job advertisements during the 120-day period ending March 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.

Agriculture, Food, and Beverage Processing Cluster Employers	Recent Job Advertisements <sup>21</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Earthbound Farm	28	31	-3	-9.7%
Nordic Naturals	20	18	2	11.1%
Labatt	16	0	16	—
Reiter Affiliated Companies	15	9	6	66.7%
Constellation Brands, Inc.	15	2	13	650.0%
Mann Packing Co., Inc.	10	7	3	42.9%
Justin Vineyards & Winery	9	11	-2	-18.2%
S. Martinelli & Company	8	3	5	166.7%
Dr Pepper Snapple Group	8	6	2	33.3%
Ocean Mist Farms	7	11	-4	-36.4%
Mccormick & Company	6	2	4	200.0%
E. & J. Gallo Winery	6	24	-18	-75.0%
Delicato Family Vineyards	5	8	-3	-37.5%
Monterey Wine Company	5	4	1	25.0%
Terravant Wine Company	5	3	2	66.7%
Bimbo Bakeries	5	4	1	25.0%
Neil Jones Food Company	5	0	5	—
Hollandia Produce, LLC	4	3	1	33.3%
Dole Food Company	4	6	-2	-33.3%
Golden State Bulb Growers	4	13	-9	-69.2%

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

<sup>21</sup> Totals do not include employers with anonymous job advertisements.

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

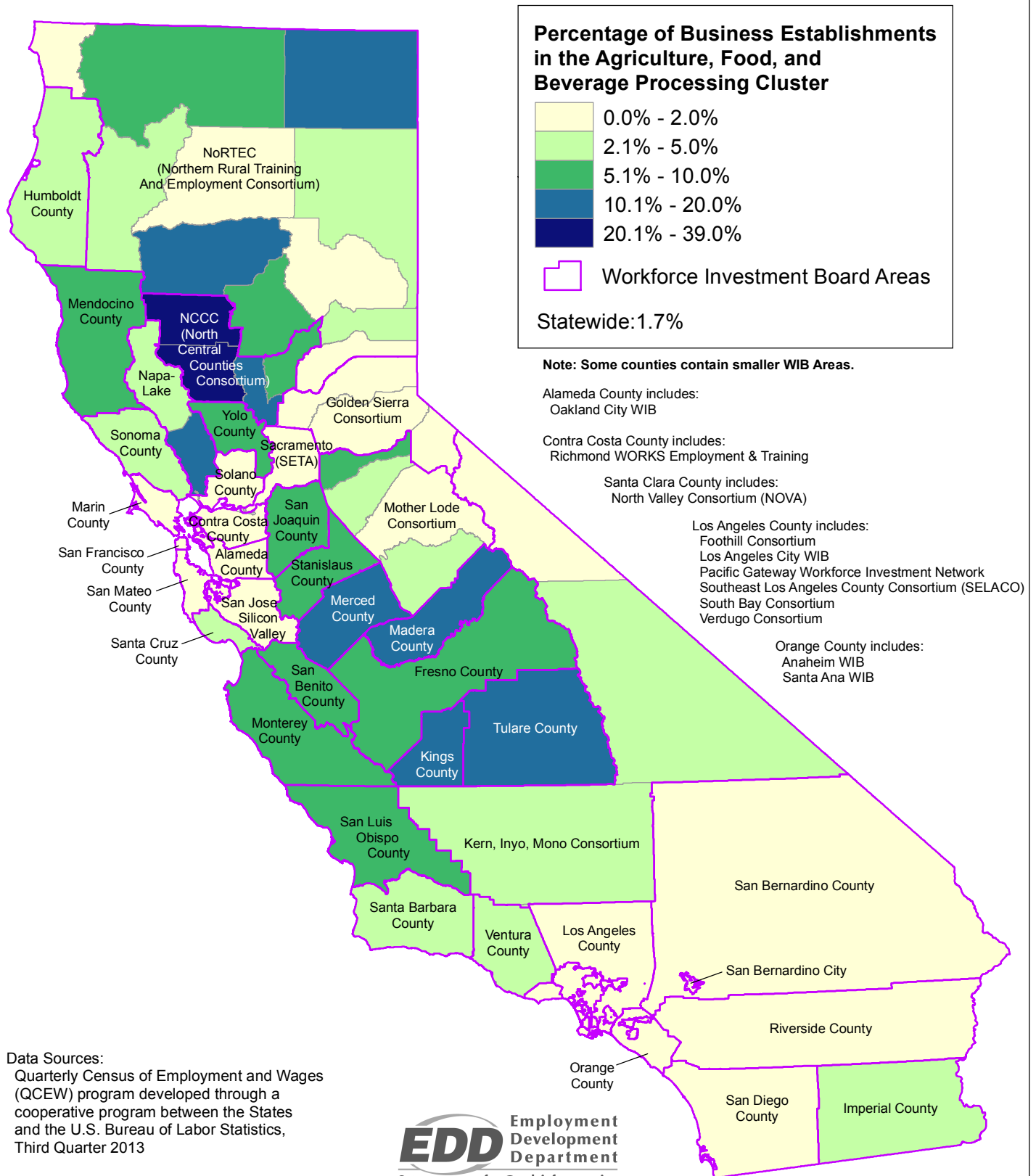
The table below provides examples of instructional programs related to some of the top occupations in the Agriculture, Food, and Beverage Processing cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Heavy and Tractor-Trailer Truck Drivers		N/A	094750	Truck and Bus Driving
Agricultural and Food Science Technicians	19-1012 25-1041	Food Scientists and Technologists Agricultural Sciences Teachers, Postsecondary	011300	Food Processing and Related Technologies
Computer, Automated Teller, and Office Machine Repairers		N/A	093410	Computer Electronics
Nursing Assistants	31-1014	Nursing Assistants	123030	Certified Nurse Assistant
Farmers, Ranchers, and Other Agricultural Managers	11-9013	Farmers, Ranchers, and Other Agricultural Managers	010200	Animal Science
	25-1041	Agricultural Sciences Teachers, Postsecondary	010220	Artificial Inseminator (Licensed)
	25-9021	Farm and Home Management Advisors	010230	Dairy Science

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

# California Agriculture, Food, and Beverage Processing Cluster

## Percentage of Total County Establishments, 2013



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

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

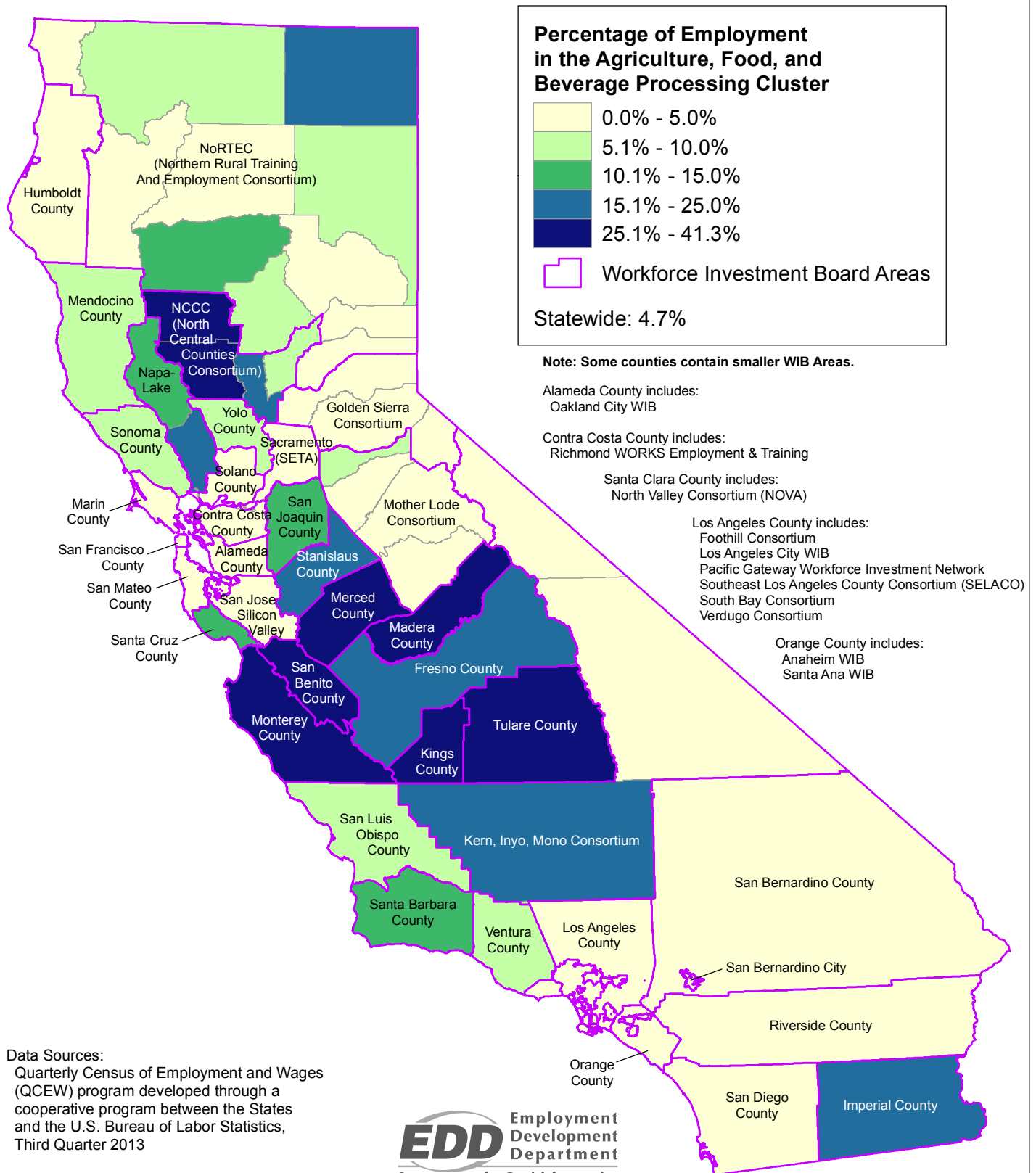
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# California Agriculture, Food, and Beverage Processing Cluster

## Percentage of Total County Employment, 2013



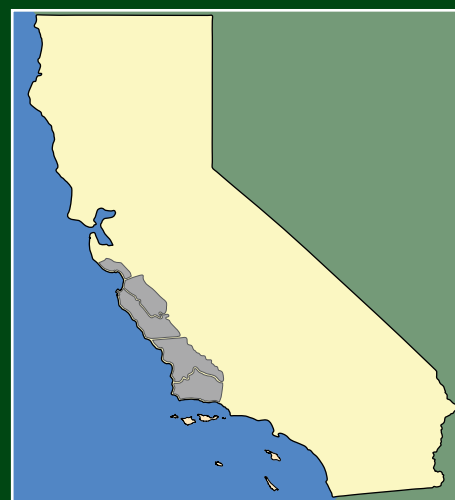
Data Sources:  
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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California Employment Development Department  
<http://www.labormarketinfo.edd.ca.gov>  
July 2014

**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036



# Occupational Analysis: Hospitality and Tourism Cluster

Coastal Economic Market

May 2015

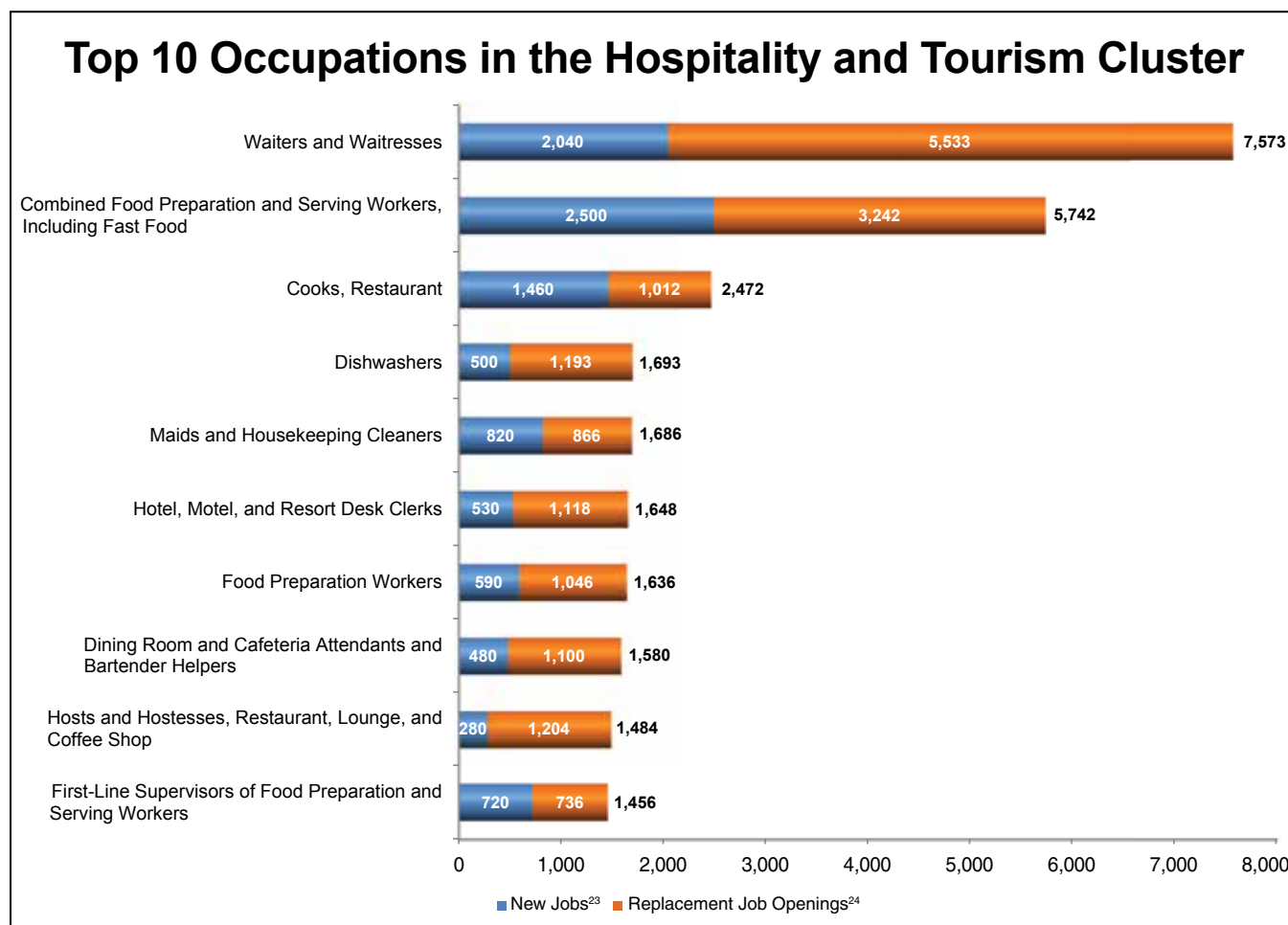
Monterey, Santa Cruz, San Benito, Santa Barbara, San Luis Obispo

## 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 Coastal Economic Market's new job growth plus replacement openings. In sum, these 10 occupations nearly three-quarters of the 38,574 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, critical thinking, reading comprehension, social perceptiveness, and speaking.<sup>22</sup>



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

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

<sup>23</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

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



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

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

Occupations	Total Job Openings <sup>25</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>26</sup>	HWOL Job Ads <sup>27</sup> (120 days)
Waiters and Waitresses	7,573	\$9.33	\$19,399	Less than high school	656
Combined Food Preparation and Serving Workers, Including Fast Food	5,742	\$9.44	\$19,641	Less than high school	678
Cooks, Restaurant	2,472	\$12.81	\$26,636	Less than high school	801
Dishwashers	1,693	\$9.35	\$19,453	Less than high school	484
Maids and Housekeeping Cleaners	1,686	\$10.46	\$21,760	Less than high school	946
Hotel, Motel, and Resort Desk Clerks	1,648	\$11.61	\$24,152	High school diploma or equivalent	700
Food Preparation Workers	1,636	\$9.77	\$20,323	Less than high school	212
Dining Room and Cafeteria Attendants and Bartender Helpers	1,580	\$9.40	\$19,556	Less than high school	229
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	1,484	\$9.55	\$19,845	Less than high school	188
First-Line Supervisors of Food Preparation and Serving Workers	1,456	\$15.74	\$32,740	High school diploma or equivalent	894

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending March 26, 2015.

<sup>25</sup> Total job openings are the sum of new jobs and replacement job openings.

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

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

## Top Occupations for the Hospitality and Tourism Cluster by Education Level

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

Occupations	Total Job Openings <sup>29</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	317	\$45.69	\$95,028	222
Coaches and Scouts	152	N/A	\$37,827	131
Meeting, Convention, and Event Planners	76	\$25.14	\$52,283	69
Accountants and Auditors	53	\$34.74	\$72,276	766
Financial Managers	45	\$53.13	\$110,513	338
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Massage Therapists	50	\$16.66	\$34,640	144
Audio and Video Equipment Technicians	17	\$19.94	\$41,462	42
Skincare Specialists	12	\$17.65	\$36,722	45
Web Developers	12	\$28.12	\$58,473	421
Emergency Medical Technicians and Paramedics	3	\$18.89	\$39,281	43
<b>Requires a High School Diploma or Equivalent or Less</b>				
Waiters and Waitresses	7,573	\$9.33	\$19,399	656
Combined Food Preparation and Serving Workers, Including Fast Food	5,742	\$9.44	\$19,641	678
Cooks, Restaurant	2,472	\$12.81	\$26,636	801
Dishwashers	1,693	\$9.35	\$19,453	484
Maids and Housekeeping Cleaners	1,686	\$10.46	\$21,760	946

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending March 26, 2015.

<sup>29</sup> Total job openings are the sum of new jobs and replacement job openings.

## Skill Requirements in the Hospitality and Tourism Cluster

The table below lists the 10 top skills required for top occupations in the Hospitality and Tourism cluster, categorized by entry-level education requirements. 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	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation Monitoring	Operations Analysis	Persuasion	Programming	Quality Control Analysis	Reading Comprehension	Service Orientation
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers	•	•		•	•					•		•						•	•	•
Coaches and Scouts		•			•		•	•	•	•		•							•	•
Meeting, Convention, and Event Planners		•		•	•							•	•					•	•	•
Accountants and Auditors <sup>30</sup>	•	•			•			•			•	•						•		•
Financial Managers <sup>31</sup>	•	•			•			•				•				•		•	•	•
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
Massage Therapists	•	•			•			•				•						•	•	•
Audio and Video Equipment Technicians	•	•		•	•		•					•		•				•		•
Skincare Specialists	•	•		•	•			•				•						•	•	•
Web Developers	•	•	•		•			•				•			•		•	•		•
Emergency Medical Technicians and Paramedics	•	•		•	•			•				•						•	•	•
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Waiters and Waitresses		•		•	•			•				•				•		•	•	•
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•		•	•							•			•	•	•
Cooks, Restaurant	•	•		•	•		•					•					•			•
Dishwashers	•	•		•	•	•						•			•			•	•	•
Maids and Housekeeping Cleaners		•		•	•		•					•						•	•	•

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

<sup>30</sup> Skills represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>31</sup> Skills represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

## Work Activities in the Hospitality and Tourism Cluster

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

[illegible]

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

<sup>32</sup> Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>33</sup> Work Activities represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

## Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• Food Service Managers</li> <li>• Gaming Managers</li> <li>• Lodging Managers</li> </ul>
Coaches and Scouts	<ul style="list-style-type: none"> <li>• Recreational Therapists</li> <li>• Secondary School Teachers, Except Special and Career/Technical Education</li> <li>• Training and Development Managers</li> </ul>
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> <li>• Advertising and Promotions Managers</li> <li>• Marketing Managers</li> <li>• Public Relations Specialists</li> </ul>
Accountants and Auditors	<ul style="list-style-type: none"> <li>• Bookkeeping, Accounting, and Auditing Clerks</li> <li>• Financial Analysts</li> <li>• Risk Management Specialists</li> </ul>
Financial Managers	<ul style="list-style-type: none"> <li>• Actuaries</li> <li>• Sales Managers</li> <li>• Risk Management Specialists</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Massage Therapists	<ul style="list-style-type: none"> <li>• Hairdressers, Hairstylists, and Cosmetologists</li> <li>• Skincare Specialists</li> <li>• Tour Guides and Escorts</li> </ul>
Audio and Video Equipment Technicians	<ul style="list-style-type: none"> <li>• Broadcast Technicians</li> <li>• Computer User Support Specialists</li> <li>• Film and Video Editors</li> </ul>
Skincare Specialists	<ul style="list-style-type: none"> <li>• Dental Assistants</li> <li>• Hairdressers, Hairstylists, and Cosmetologists</li> <li>• Medical Assistants</li> </ul>
Web Developers	<ul style="list-style-type: none"> <li>• Computer Programmers</li> <li>• Computer Systems Analysts</li> <li>• Software Developers, Applications</li> </ul>
Emergency Medical Technicians and Paramedics	<ul style="list-style-type: none"> <li>• Licensed Practical and Licensed Vocational Nurses</li> <li>• Municipal Firefighters</li> <li>• Registered Nurses</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Waiters and Waitresses	<ul style="list-style-type: none"> <li>• Cashier</li> <li>• Counter Attendants, Cafeteria, Food Concession, and Coffee Shop</li> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> </ul>
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> <li>• Amusement and Recreation Attendants</li> <li>• Food Preparation Workers</li> <li>• Food Servers, Nonrestaurant</li> </ul>
Cooks, Restaurant	<ul style="list-style-type: none"> <li>• Combined Food Preparation and Serving Workers, Including Fast Food</li> <li>• Cooks, Institution and Cafeteria</li> <li>• Food Preparation Workers</li> </ul>
Dishwashers	<ul style="list-style-type: none"> <li>• Dining Room and Cafeteria Attendants and Bartender Helpers</li> <li>• Helpers -Production Workers</li> <li>• Stock Clerks -Stockroom, Warehouse, or Storage Yard</li> </ul>
Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> <li>• Dining Room and Cafeteria Attendants and Bartender Helpers</li> <li>• Food Servers, Nonrestaurant</li> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> </ul>

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

## Employer Demand for the Hospitality and Tourism Cluster

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Hospitality and Tourism Cluster Employers	Recent Job Advertisements <sup>34</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Taco Bell	120	5	115	2,300.0%
Hilton Hotels & Resorts	90	32	58	181.3%
Bacara Resort and Spa	66	9	57	633.3%
G6 Hospitality LLC	51	50	1	2.0%
Aramark Corporation	49	36	13	36.1%
Chipotle	46	12	34	283.3%
Santa Cruz Seaside Company	44	30	14	46.7%
Hyatt	36	30	6	20.0%
Marriott	29	77	-48	-62.3%
Pacifica Hotel Company	28	2	26	1,300.0%
Sodexo, Inc.	23	34	-11	-32.4%
McDonald's Corporation	22	14	8	57.1%
Wyndham Hotel Group	20	0	20	—
Martin Resorts, Inc.	19	13	6	46.2%
Hersha Hospitality	13	10	3	30.0%
Carmel Valley Ranch Resort	12	8	4	50.0%
Courtyard Salinas	12	0	12	—
Canary Hotel	10	15	-5	-33.3%
Enterprise Holdings	10	2	8	400.0%
Interstate Hotels & Resorts	9	0	9	—

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

<sup>34</sup> Totals do not include employers with anonymous job advertisements.

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

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

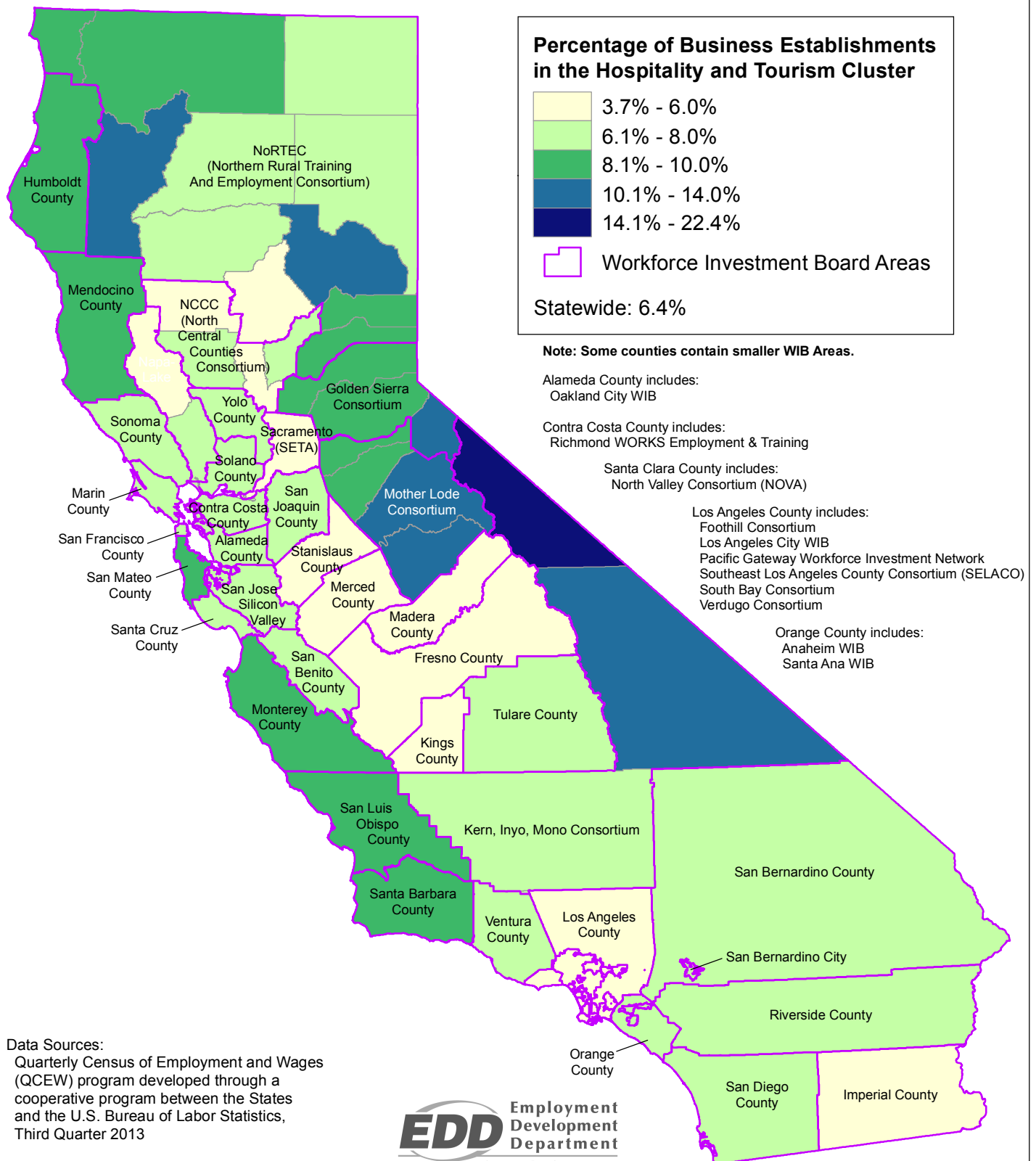
Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork Therapy		
	51.3503	Somatic Bodywork		
Audio and Video Equipment Technicians	01.0802	Agricultural Communication/Journalism	100500	Commercial Music
	10.0201	Photographic and Film/Video Technology/Technician and Assistant	101200	Applied Photography
	10.0203	Recording Arts Technology/Technician		
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
	11.0701	Computer Science	070700	Computer Software Development
	11.0801	Web Page, Digital/Multimedia and Information Resources Design	070710	Computer Programming
Emergency Medical Technicians and Paramedics	51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	125000	Emergency Medical Services
			125100	Paramedic
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		

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



# California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



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

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

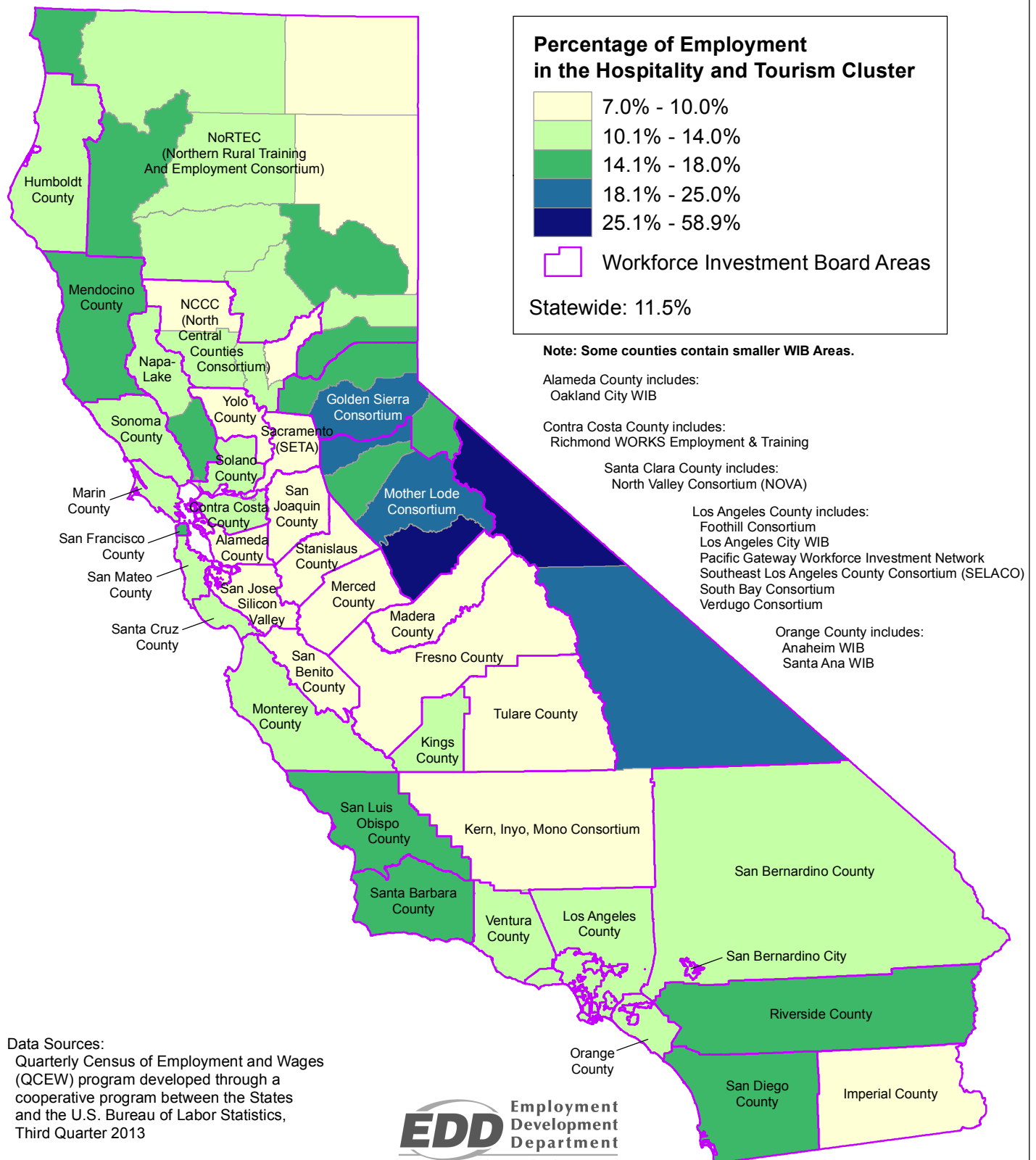
**EDD** Employment Development Department  
State of California

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File T036

# California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



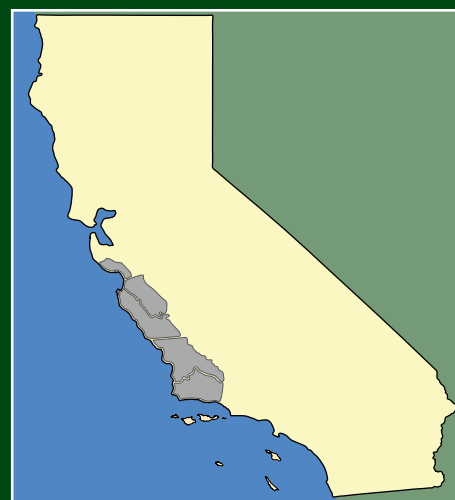
Data Sources:  
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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# Occupational Analysis: Retail Cluster

Coastal Economic Market

May 2015

Monterey, Santa Cruz, San Benito, Santa Barbara, San Luis Obispo

## 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 Coastal Economic Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 27,059 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, reading comprehension, and speaking.<sup>35</sup>



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

<sup>35</sup> U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://www.onetonline.org).

<sup>36</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

<sup>37</sup> Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

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

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

Occupations	Total Job Openings <sup>38</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>39</sup>	HWOL Job Ads <sup>40</sup> (120 days)
Retail Salespersons	7,269	\$11.48	\$23,876	Less than high school	1,731
Cashiers	6,410	\$10.72	\$22,297	Less than high school	551
Stock Clerks and Order Fillers	1,869	\$11.38	\$23,672	Less than high school	434
First-Line Supervisors of Retail Sales Workers	1,821	\$19.99	\$41,586	High school diploma or equivalent	1,163
Combined Food Preparation and Serving Workers, Including Fast Food	788	\$9.44	\$19,641	Less than high school	678
Laborers and Freight, Stock, and Material Movers, Hand	648	\$11.04	\$22,948	Less than high school	320
Packers and Packagers, Hand	604	\$9.31	\$19,368	Less than high school	34
Automotive Service Technicians and Mechanics	457	\$23.80	\$49,522	High school diploma or equivalent	347
Parts Salespersons	380	\$16.17	\$33,635	Less than high school	38
Butchers and Meat Cutters	377	\$13.99	\$29,098	Less than high school	12

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending March 26, 2015.

## 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 Coastal Economic Market's projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings <sup>41</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	318	\$45.69	\$95,028	222
Pharmacists	207	\$67.35	\$140,080	98
Sales Managers	151	\$51.28	\$106,667	213
Loan Officers	62	\$33.80	\$70,300	209
Accountants and Auditors	42	\$34.74	\$72,276	766
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Heavy and Tractor-Trailer Truck Drivers	77	\$20.47	\$42,569	1,171
First-Line Supervisors of Production and Operating Workers	51	\$27.75	\$57,710	318
Computer, Automated Teller, and Office Machine Repairers	29	\$20.45	\$42,533	7
Web Developers	10	\$28.12	\$58,473	421
Electrical and Electronics Installers and Repairers, Transportation Equipment	10	\$26.03	\$54,152	0
<b>Requires a High School Diploma or Equivalent or Less</b>				
Retail Salespersons	7,269	\$11.48	\$23,876	1,731
Cashiers	6,410	\$10.72	\$22,297	551
Stock Clerks and Order Fillers	1,869	\$11.38	\$23,672	434
First-Line Supervisors of Retail Sales Workers	1,821	\$19.99	\$41,586	1,163
Combined Food Preparation and Serving Workers, Including Fast Food	788	\$9.44	\$19,641	678

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending March 26, 2015.

<sup>41</sup> Total job openings are the sum of new jobs and replacement job openings.

## Skill Requirements in the Retail Cluster

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

Occupations	Skills																			
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instruction	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Operations Analysis	Persuasion	Programming	Quality Control Analysis	Reading Comprehension
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers	●	●		●	●					●		●							●	
Pharmacists	●	●			●		●					●							●	●
Sales Managers				●	●			●		●		●					●			
Loan Officers	●	●	●		●			●			●							●		●
Accountants and Auditors <sup>42</sup>	●	●			●			●			●	●						●		●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●		●	●				●	
First-Line Supervisors of Production and Operating Workers		●		●	●					●		●							●	●
Computer, Automated Teller, and Office Machine Repairers	●	●			●							●		●	●			●	●	
Web Developers	●	●	●		●		●					●				●	●			●
Electrical and Electronics Installers and Repairers, Transportation Equipment		●	●		●	●						●						●	●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Retail Salespersons		●			●							●	●				●		●	●
Cashiers		●		●	●							●						●	●	●
Stock Clerks and Order Fillers <sup>43</sup>	●	●	●	●	●							●						●	●	●
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](http://www.onetonline.org).

<sup>42</sup> Skills represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>43</sup> Skills represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.



## Work Activities in the Retail Cluster

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

Occupations	Work Activities																			
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	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
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers																				
Pharmacists																				
Sales Managers																				
Loan Officers																				
Accountants and Auditors <sup>44</sup>																				
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
Heavy and Tractor-Trailer Truck Drivers																				
First-Line Supervisors of Production and Operating Workers																				
Computer, Automated Teller, and Office Machine Repairers																				
Web Developers																				
Electrical and Electronics Installers and Repairers, Transportation Equipment																				
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Retail Salespersons																				
Cashiers																				
Stock Clerks and Order Fillers <sup>45</sup>																				
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](http://www.onetonline.org).

<sup>44</sup> Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>45</sup> 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
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Wholesale and Retail Buyers, Except Farm Products</li> </ul>
Pharmacists	<ul style="list-style-type: none"> <li>• Health Specialties Teachers, Postsecondary</li> <li>• Medical Scientists, Except Epidemiologists</li> <li>• Nursing Instructors and Teachers, Postsecondary</li> </ul>
Sales Managers	<ul style="list-style-type: none"> <li>• Financial Managers, Branch or Department</li> <li>• Marketing Managers</li> <li>• Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</li> </ul>
Loan Officers	<ul style="list-style-type: none"> <li>• Customs Brokers</li> <li>• Insurance Sales Agents</li> <li>• Sales Agents, Financial Services</li> </ul>
Accountants and Auditors	<ul style="list-style-type: none"> <li>• Bookkeeping, Accounting, and Auditing Clerks</li> <li>• Financial Analysts</li> <li>• Market Research Analysts and Marketing Specialists</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> <li>• Highway Maintenance Workers</li> <li>• Light Truck or Delivery Services Drivers</li> <li>• Pile-Driver Operators</li> </ul>
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Construction Trades and Extraction Workers</li> <li>• First-Line Supervisors of Mechanics, Installers, and Repairers</li> <li>• Non-Destructive Testing Specialists</li> </ul>
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> <li>• Computer User Support Specialists</li> <li>• Electrical Engineering Technicians</li> <li>• Electronic Home Entertainment Equipment Installers and Repairers</li> </ul>
Web Developers	<ul style="list-style-type: none"> <li>• Computer Programmers</li> <li>• Computer Systems Analysts</li> <li>• Software Quality Assurance Engineers and Testers</li> </ul>
Electrical and Electronics Installers and Repairers, Transportation Equipment	<ul style="list-style-type: none"> <li>• Maintenance and Repair Workers, General</li> <li>• Transportation Vehicle, Equipment and Systems Inspectors, Except Aviation</li> <li>• Manufacturing Production Technicians</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Retail Salespersons	<ul style="list-style-type: none"> <li>• Concierges</li> <li>• Counter and Rental Clerks</li> <li>• Tellers</li> </ul>
Cashiers	<ul style="list-style-type: none"> <li>• Amusement and Recreation Attendants</li> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> <li>• Waiters and Waitresses</li> </ul>
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> <li>• Dining Room and Cafeteria Attendants and Bartender Helpers</li> <li>• Packers and Packagers, Hand</li> <li>• Shipping, Receiving, and Traffic Clerks</li> </ul>
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Food Preparation and Serving Workers</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Wholesale and Retail Buyers, Except Farm Products</li> </ul>
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> <li>• Cooks, Fast Food</li> <li>• Counter Attendants, Cafeteria, Food Concession, and Coffee Shop</li> <li>• Food Servers, Nonrestaurant</li> </ul>

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

## Employer Demand for the Retail Cluster

The following table lists the Coastal Economic Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending March 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 <sup>46</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Macy's	245	129	116	89.9%
Safeway Companies	198	10	188	1,880.0%
Home Depot	82	39	43	110.3%
Target Corporation	79	18	61	338.9%
Sears Holdings	79	201	-122	-60.7%
Whole Foods	76	47	29	61.7%
Dollar Tree Stores, Inc.	59	17	42	247.1%
Goodwill Industries	46	27	19	70.4%
Nordstrom	37	36	1	2.8%
Rite Aid	33	21	12	57.1%
Office Depot	32	12	20	166.7%
Staples	30	55	-25	-45.5%
Toys"R"Us	25	51	-26	-51.0%
Army and Air Force Exchange Service	23	4	19	475.0%
Dick's Sporting Goods	20	31	-11	-35.5%
Shopatron	16	27	-11	-40.7%
Big Creek Lumber	16	14	2	14.3%
The Fresh Market	12	8	4	50.0%
Gap, Inc.	12	14	-2	-14.3%
Forever 21, Inc.	12	4	8	200.0%

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

<sup>46</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Retail Cluster Occupations

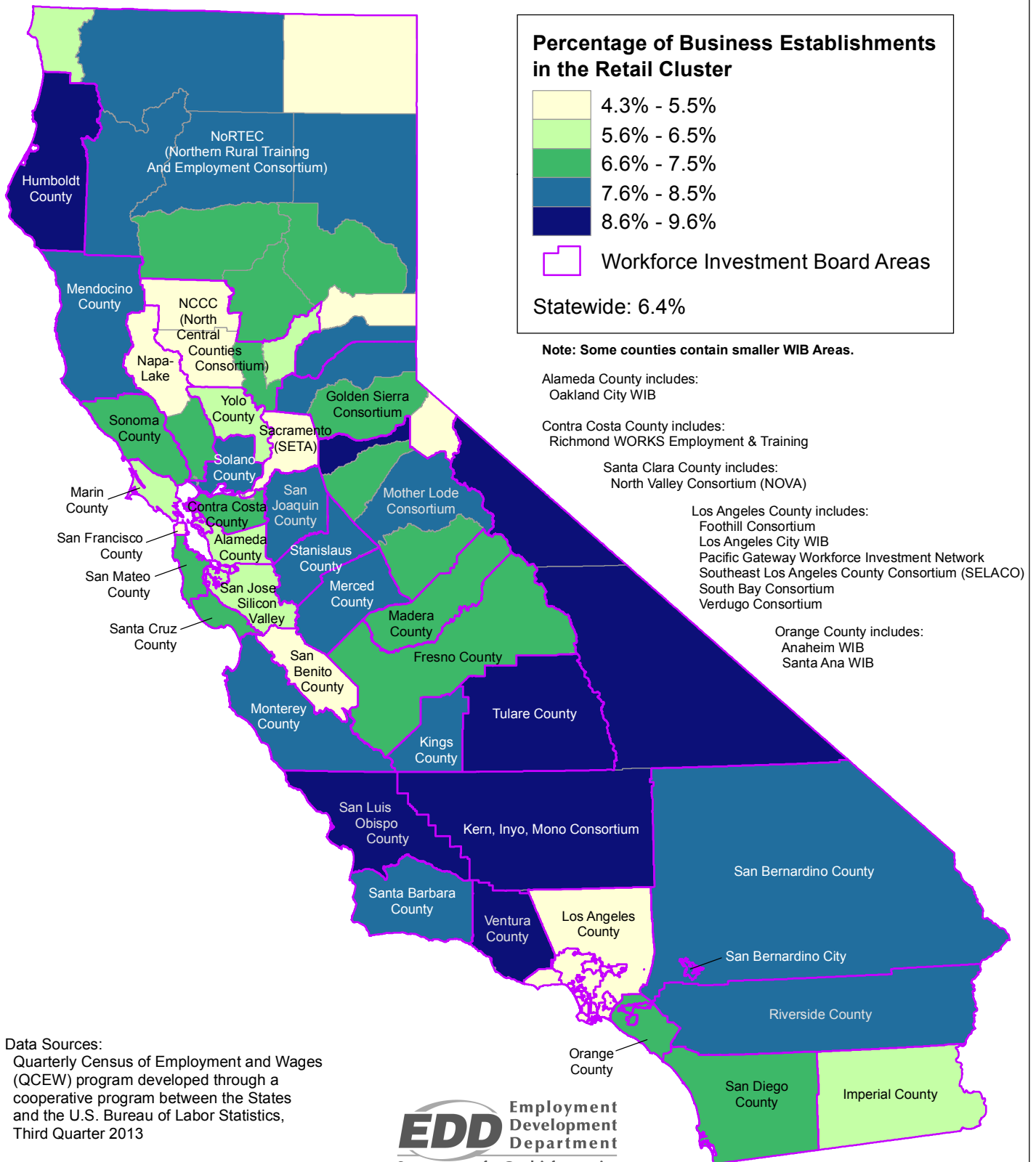
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster.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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Web Developers	11.0201	Computer Programming/ Programmer, General	061430	Website Design and Development
	11.0701	Computer Science	070700	Computer Software Development
	11.0801	Web Page, Digital/Multimedia and Information Resources Design	070710	Computer Programming
Electrical and Electronics Installers and Repairers, Transportation Equipment	47.0604	Automobile/Automotive Mechanics Technology/Technician	094800	Automotive Technology
First-Line Supervisors of Retail Sales Workers	19.0203	Consumer Merchandising/Retailing Management	010920	Floriculture /Floristry
	52.0212	Retail Management	050650	Retail Store Operations and Management
	52.1803	Retailing and Retail Operations	050940	Sales and Salesmanship

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

# California Retail Cluster

Percentage of Total County Establishments, 2013



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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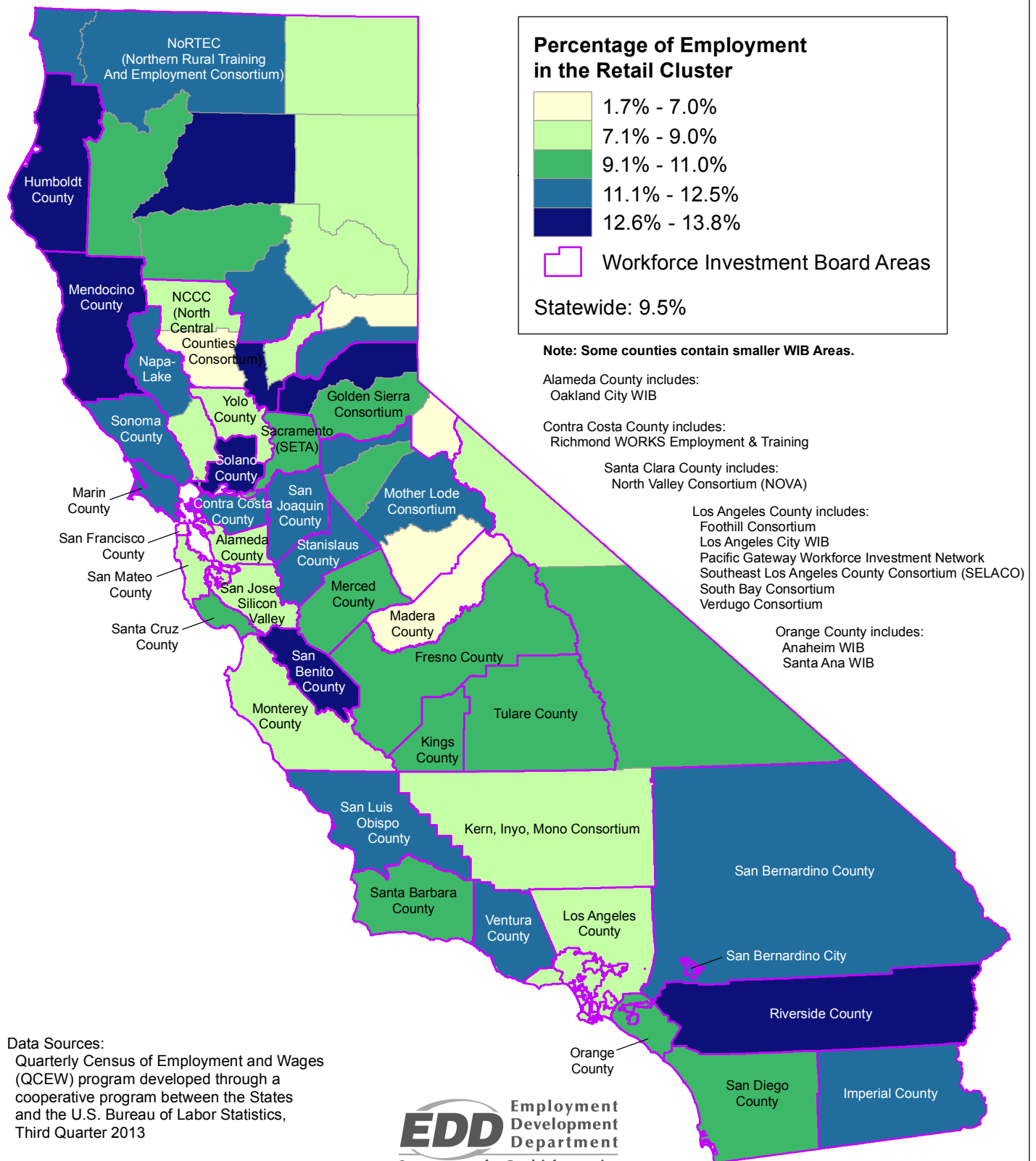
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# California Retail Cluster

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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