

Regional Economic Analysis Profile

Sacramento Economic Market

May 2015



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



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SUMMARY OF THE SACRAMENTO ECONOMIC MARKET INDUSTRY CLUSTERS

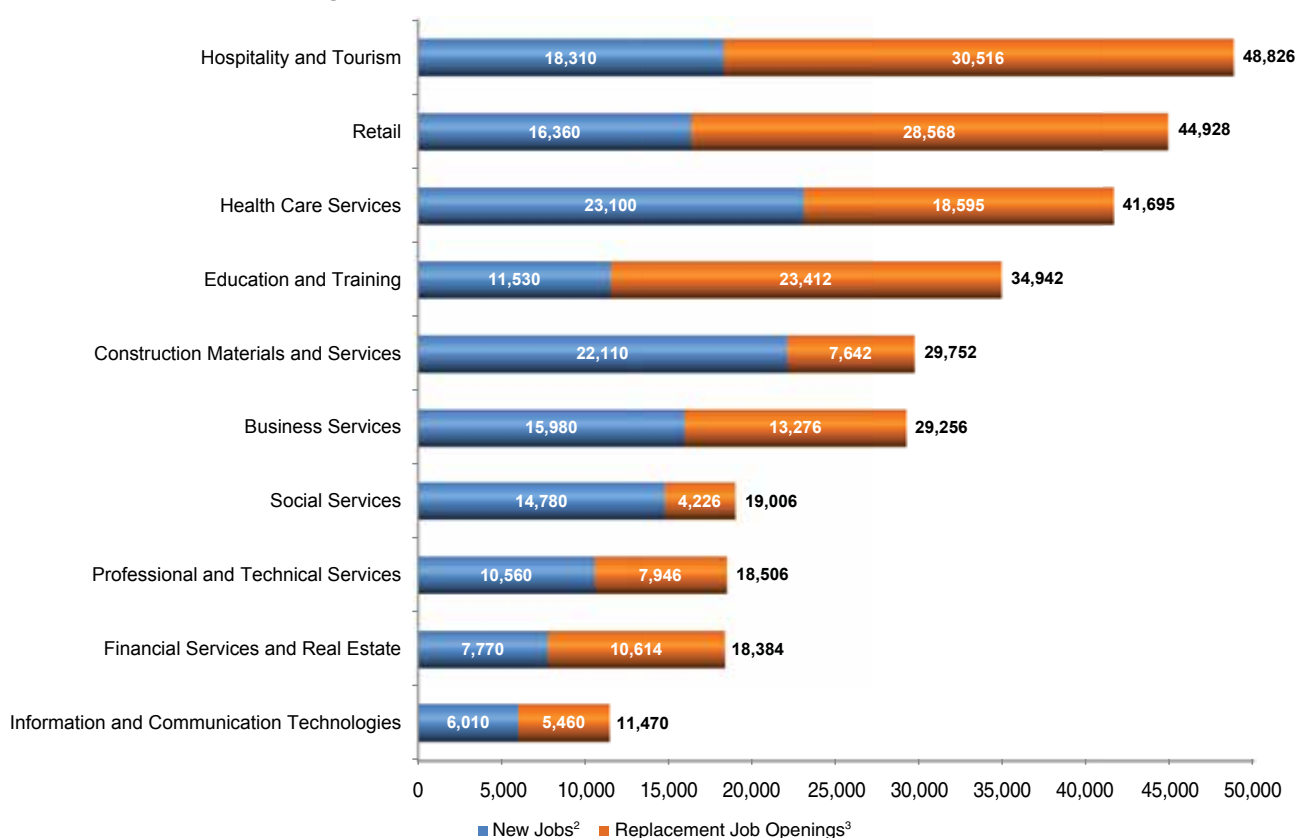
What is an Industry Cluster?

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 openings¹ and help the California workforce development system prepare the state's workforce to compete for these future job opportunities.

Top 10 Industry Clusters in the Sacramento Economic Market



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

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

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

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

INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the Sacramento 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 **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 96,000 workers, or 12.2 percent of the economic 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 nearly 94,000 workers, or 11.9 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
- Automobile Dealers
- Department Stores

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing homes and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed more than 96,000 people in the economic 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 almost 90,000 people in the economic market, accounting for 11.4 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,* nearly 49,000 workers made up the cluster's employment, representing 6.2 percent of the economic 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
- Nonresidential Building Construction

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

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 nearly 66,000 people during 2013-2014,* or 8.3 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
- 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 37,000 people and accounted for 4.7 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 **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2013- 2014,* more than 38,000 people were employed in the economic market, or 4.9 percent of the economic market's 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 almost 49,000 people, which accounted for 6.2 percent of the economic market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

- Insurance Carriers
- Depository Credit Intermediation
- Agencies, Brokerages, and Other Insurance Related Activities
- 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 nearly 28,000 workers, or 3.5 percent of the economic 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 Information Services
- 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.

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

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

INDUSTRY CLUSTER DEFINITIONS

Construction Materials and Services (Continued)

- 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

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

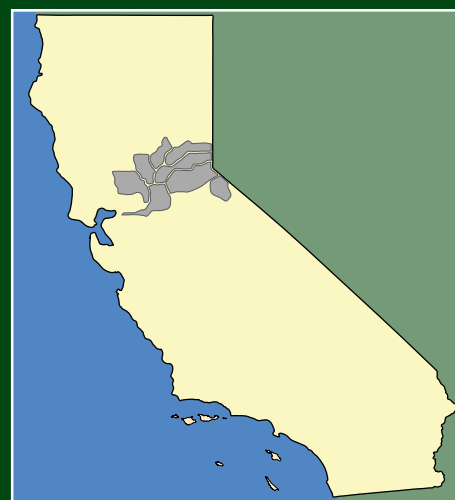
- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services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

Sacramento Economic Market

May 2015

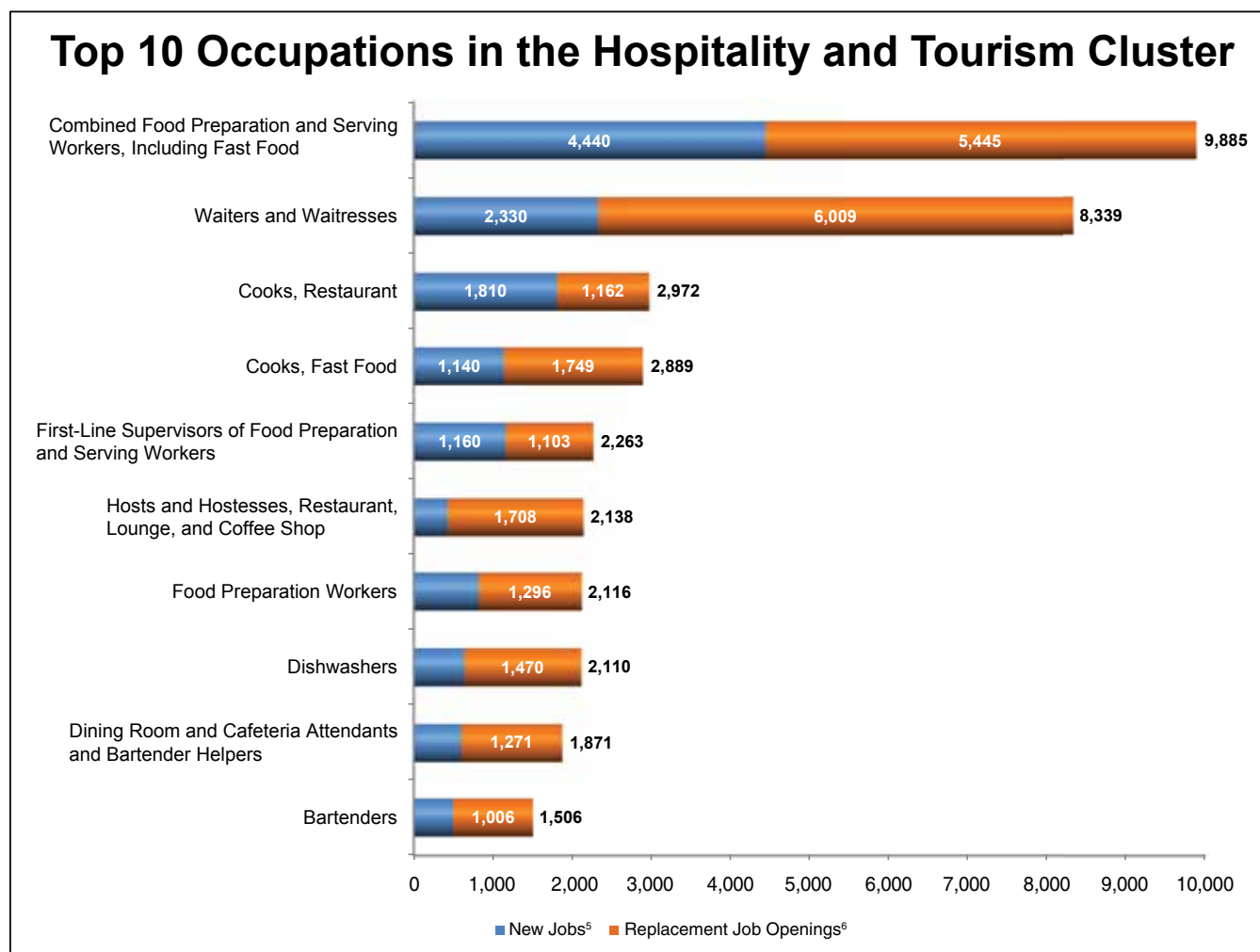
Alpine, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba Counties

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 Market's new job growth plus replacement openings. In sum, these 10 occupations represent nearly three-quarters of the 48,826 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, reading comprehension, social perceptiveness, and speaking.⁴



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

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

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

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

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

The table below further profiles the Sacramento 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 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	9,885	\$9.36	\$19,464	Less than high school	669
Waiters and Waitresses	8,339	\$9.19	\$19,108	Less than high school	421
Cooks, Restaurant	2,972	\$11.53	\$23,969	Less than high school	471
Cooks, Fast Food	2,889	\$9.22	\$19,168	Less than high school	57
First-Line Supervisors of Food Preparation and Serving Workers	2,263	\$14.08	\$29,294	High school diploma or equivalent	975
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,138	\$9.25	\$19,229	Less than high school	76
Food Preparation Workers	2,116	\$9.55	\$19,852	Less than high school	176
Dishwashers	2,110	\$9.37	\$19,488	Less than high school	227
Dining Room and Cafeteria Attendants and Bartender Helpers	1,871	\$9.19	\$19,105	Less than high school	118
Bartenders	1,506	\$9.34	\$19,435	Less than high school	122

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 30, 2015.

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

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

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

Top Occupations for the Hospitality and Tourism Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Hospitality and Tourism cluster. The table includes the Sacramento 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 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	333	N/A	\$25,316	243
General and Operations Managers	293	\$45.89	\$95,459	481
Recreation Workers	73	\$11.20	\$23,296	132
Meeting, Convention, and Event Planners	66	\$22.09	\$45,957	66
Sales Managers	37	\$49.99	\$103,969	633
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	30	\$17.71	\$36,850	171
Skincare Specialists	21	\$12.70	\$26,403	74
Web Developers	18	\$31.68	\$65,907	894
Hairdressers, Hairstylists, and Cosmetologists	12	\$11.53	\$23,973	343
Computer User Support Specialists	5	\$26.45	\$55,024	1,223
Requires a High School Diploma or Equivalent or Less				
Combined Food Preparation and Serving Workers, Including Fast Food	9,885	\$9.36	\$19,464	669
Waiters and Waitresses	8,339	\$9.19	\$19,108	421
Cooks, Restaurant	2,972	\$11.53	\$23,969	471
Cooks, Fast Food	2,889	\$9.22	\$19,168	57
First-Line Supervisors of Food Preparation and Serving Workers	2,263	\$14.08	\$29,294	975

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 30, 2015.

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

Skill Requirements in the Hospitality and Tourism Cluster

The table below lists the 10 top skills required for top occupations in the Hospitality and Tourism cluster, categorized by entry-level education requirements. 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; communicating with supervisors, peers, or subordinates; and identifying objects, actions, and events.

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
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"> • Directors, Religious Activities and Education • Career/Technical Education Teachers, Middle School • Recreation Workers
General and Operations Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Administrative Services Managers
Recreation Workers	<ul style="list-style-type: none"> • Preschool Teachers, Except Special Education • Residential Advisors • Recreational Therapists
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> • Human Resources Specialists • Public Relations Specialists • Advertising and Promotions Managers
Sales Managers	<ul style="list-style-type: none"> • Marketing Managers • Training and Development Managers • Public Relations and Fundraising Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Massage Therapists	<ul style="list-style-type: none"> • Skincare Specialists • Fitness Trainers and Aerobics Instructors • Barbers
Skincare Specialists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Manicurists and Pedicurists • Self-Enrichment Education Teachers
Web Developers	<ul style="list-style-type: none"> • Web Administrators • Software Quality Assurance Engineers and Testers • Computer Systems Analysts
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> • Dental Assistants • Fitness Trainers and Aerobics Instructors • Manicurists and Pedicurists
Computer User Support Specialists	<ul style="list-style-type: none"> • Audio-Visual and Multimedia Collections Specialists • Computer, Automated Teller, and Office Machine Repairers • Computer Operators
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 • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Stock Clerks, Sales Floor
Waiters and Waitresses	<ul style="list-style-type: none"> • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Dining Room and Cafeteria Attendants and Bartender Helpers • Cashiers
Cooks, Restaurant	<ul style="list-style-type: none"> • Cooks, Institution and Cafeteria • Bakers • Butchers and Meat Cutters
Cooks, Fast Food	<ul style="list-style-type: none"> • Food Preparation Workers • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Combined Food Preparation and Serving Workers, Including Fast Food
First-Line Supervisors of Food Preparation and Serving Workers	<ul style="list-style-type: none"> • Bartenders • Dietetic Technicians • Chefs and Head Cooks

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 Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending April 30, 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	164	13	151	1,161.5%
Vail Resorts	115	228	-113	-49.6%
Chipotle	101	11	90	818.2%
Life Time Fitness, Inc.	97	1	96	9,600.0%
Cache Creek Casino Resort	74	106	-32	-30.2%
Marriott	72	78	-6	-7.7%
Hyatt	51	29	22	75.9%
Ritz-Carlton	41	17	24	141.2%
Sodexo, Inc.	33	26	7	26.9%
Red Robin	25	16	9	56.3%
Boston Market Corporation	24	4	20	500.0%
24 Hour Fitness	21	91	-70	-76.9%
G6 Hospitality, LLC	21	2	19	950.0%
La Quinta Inn	20	4	16	400.0%
Aramark Corporation	19	23	-4	-17.4%
Interstate Hotels & Resorts	18	0	18	—
Travelers Insurance	18	22	-4	-18.2%
Dish Network Corporation	17	12	5	41.7%
HMSHost	15	9	6	66.7%
DELL	15	6	9	150.0%

¹¹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

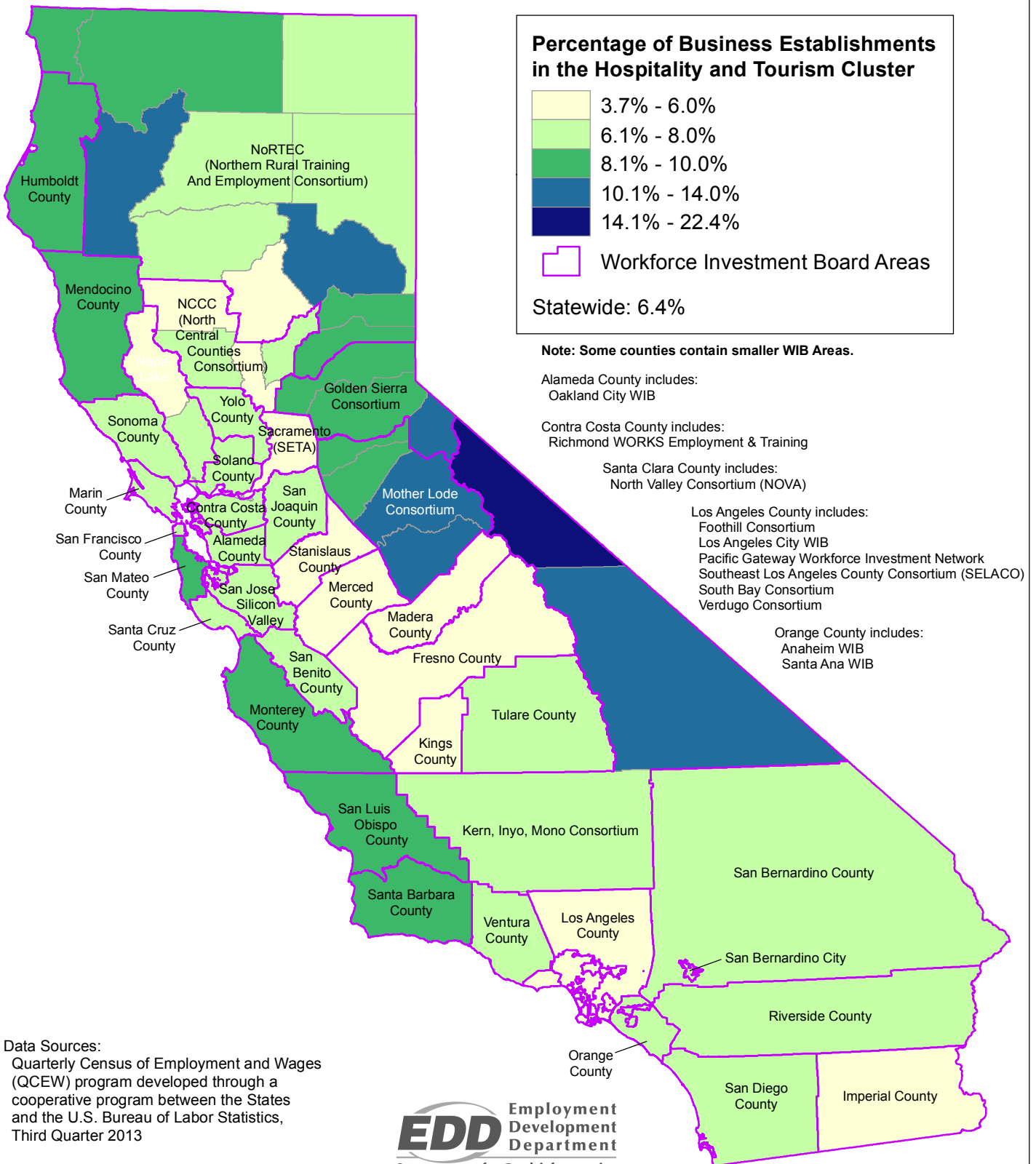
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork Therapy		
	51.3503	Somatic Bodywork		
Skincare Specialists	12.0401	Cosmetology/Cosmetologist, General	N/A	N/A
	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	070600	Computer Science (transfer)
	11.0801	Web Page, Digital/Multimedia and Information Resources Design	070700	Computer Software Development
Hairdressers, Hairstylists, and Cosmetologists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0404	Electrolysis/Electrology and Electrolysis Technician	300700	Cosmetology and Barbering
	12.0406	Make-Up Artist/Specialist		
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	12.0500	Cooking and Related Culinary Arts, General	130620	Dietetic Services and Management
	12.0503	Culinary Arts/Chef Training	130630	Culinary Arts
	12.0504	Restaurant, Culinary, and Catering Management/Manager	130710	Restaurant and Food Services and Management

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

California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



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

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

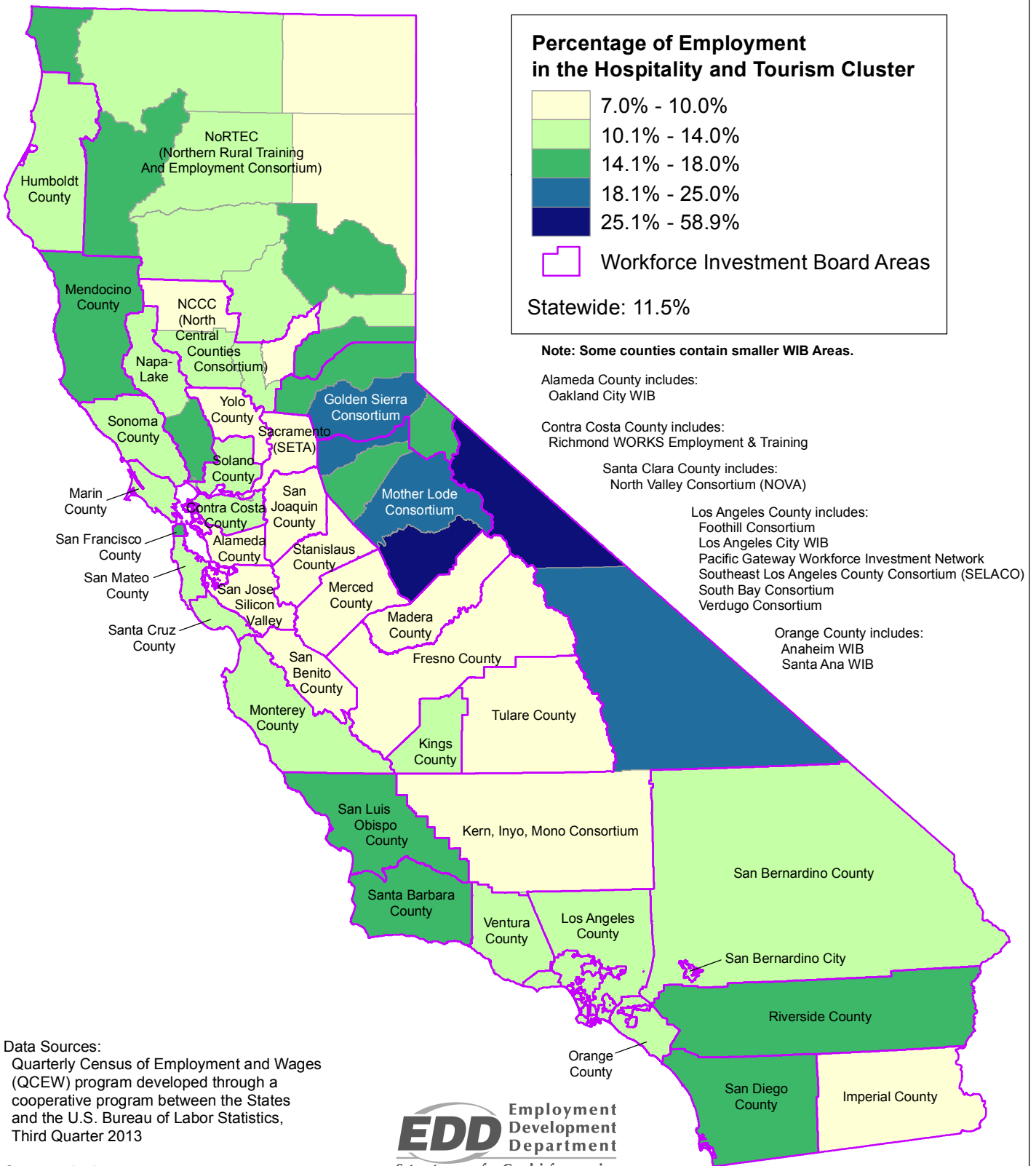
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California Hospitality and Tourism Cluster

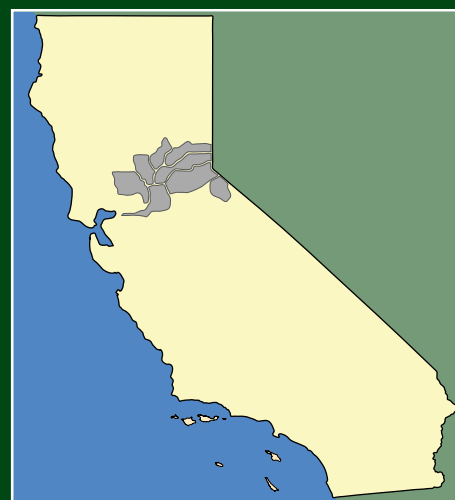
Percentage of Total County Employment, 2013



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

Sacramento Economic Market

May 2015

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

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 Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 44,928 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.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.

Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the Sacramento 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 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	12,399	\$11.55	\$24,041	Less than high school	1,571
Cashiers	10,309	\$10.62	\$22,087	Less than high school	465
Stock Clerks and Order Fillers	3,672	\$12.23	\$25,434	Less than high school	490
First-Line Supervisors of Retail Sales Workers	3,042	\$18.33	\$38,114	High school diploma or equivalent	1,332
Combined Food Preparation and Serving Workers, Including Fast Food	1,282	\$9.36	\$19,464	Less than high school	669
Laborers and Freight, Stock, and Material Movers, Hand	1,280	\$12.37	\$25,733	Less than high school	468
Automotive Service Technicians and Mechanics	937	\$22.40	\$46,603	High school diploma or equivalent	622
Parts Salespersons	587	\$15.60	\$32,446	Less than high school	77
General and Operations Managers	581	\$45.89	\$95,459	Bachelor's degree	481
Customer Service Representatives	561	\$17.98	\$37,392	High school diploma or equivalent	1,732

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 30, 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.

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 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	581	\$45.89	\$95,459	481
Pharmacists	313	\$66.44	\$138,178	220
Sales Managers	288	\$49.99	\$103,969	633
Loan Officers	60	\$29.61	\$61,587	596
Cost Estimators	59	\$31.60	\$65,725	117
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	85	\$19.01	\$39,542	2,195
Computer, Automated Teller, and Office Machine Repairers	45	\$19.31	\$40,164	9
First-Line Supervisors of Production and Operating Workers	38	\$28.03	\$58,293	449
Hairdressers, Hairstylists, and Cosmetologists	37	\$11.53	\$23,973	343
Computer User Support Specialists	16	\$26.45	\$55,024	1,223
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	12,399	\$11.55	\$24,041	1,571
Cashiers	10,309	\$10.62	\$22,087	465
Stock Clerks and Order Fillers	3,672	\$12.23	\$25,434	490
First-Line Supervisors of Retail Sales Workers	3,042	\$18.33	\$38,114	1,332
Combined Food Preparation and Serving Workers, Including Fast Food	1,282	\$9.36	\$19,464	669

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 30, 2015.

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

Skill Requirements in the Retail Cluster

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

Occupations	Skills																			
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	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				●	●		●			●	●					●			●	●
Loan Officers	●	●	●		●		●				●						●		●	●
Cost Estimators	●	●	●		●					●	●	●					●			●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●	●	●		●				●
Computer, Automated Teller, and Office Machine Repairers	●	●			●							●		●	●		●	●		●
First-Line Supervisors of Production and Operating Workers		●		●	●					●	●						●		●	●
Hairdressers, Hairstylists, and Cosmetologists	●	●			●	●	●	●				●				●		●	●	●
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, and communicating with supervisors, peers, or subordinates.

Occupations	Work Activities																																		
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	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			•	•	•		•		•				•					•				•								•		•			
Loan Officers				•					•			•						•				•	•		•	•				•					•
Cost Estimators	•				•			•		•		•						•				•			•	•									•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																			
Heavy and Tractor-Trailer Truck Drivers						•			•			•		•	•	•		•			•	•		•											
Computer, Automated Teller, and Office Machine Repairers					•				•						•		•					•						•	•				•		•
First-Line Supervisors of Production and Operating Workers			•		•	•	•		•				•	•												•				•	•				
Hairdressers, Hairstylists, and Cosmetologists		•		•					•			•		•								•	•			•							•		•
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"> Logistics Managers Purchasing Managers Storage and Distribution Managers
Pharmacists	<ul style="list-style-type: none"> Health Specialties Teachers, Postsecondary Medical Scientists, Except Epidemiologists Nursing Instructors and Teachers, Postsecondary
Sales Managers	<ul style="list-style-type: none"> Advertising and Promoting Managers Financial Managers, Branch or Department Marketing Managers
Loan Officers	<ul style="list-style-type: none"> Custom Brokers Insurance Sales Agents Personal Financial Advisors
Cost Estimators	<ul style="list-style-type: none"> Risk Management Specialists Market Research Analysts and Marketing Specialists Logistics Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> Light Truck or Delivery Services Drivers Motorboat Operators Pile-Driver Operators
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Audio and Video Equipment Technicians Computer User Support Specialists Radio Mechanics
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> First-Line Supervisors of Construction Trades and Extraction Workers First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand First-Line Supervisors of Mechanics, Installers, and Repairers
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Manicurists and Pedicurists Massage Therapists Skincare Specialists
Computer User Support Specialists	<ul style="list-style-type: none"> Computer Operators Desktop Publishers Web Administrators
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> Bartenders Hotel, Motel, and Resort Desk Clerks Tellers
Cashiers	<ul style="list-style-type: none"> Counter and Rental Clerks Stock Clerks, Sales Floor Waiters and Waitresses
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Marking Clerks Stock Clerks -Stockroom, Warehouse, or Storage Yard
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> First-Line Supervisors of Food Preparation and Serving Workers Hotel, Motel, and Resort Desk Clerks Retail Salespersons
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Cooks, Fast Food Food Preparation Workers Food Servers, Nonrestaurant

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 Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending April 30, 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	251	126	125	99.2%
Safeway Companies	184	8	176	2,200.0%
Lowe's	170	134	36	26.9%
Home Depot	125	45	80	177.8%
Target Corporation	92	24	68	283.3%
Apple, Inc.	85	87	-2	-2.3%
Sears Holdings Corporation	77	286	-209	-73.1%
Whole Foods	68	84	-16	-19.0%
Nordstrom	65	82	-17	-20.7%
CarMax	53	52	1	1.9%
Staples	52	53	-1	-1.9%
Rite Aid	50	33	17	51.5%
Dollar Tree Stores, Inc.	48	21	27	128.6%
The Hertz Corporation	44	43	1	2.3%
Staff Tech	43	19	24	126.3%
AutoZone, Inc.	38	0	38	—
WinCo Foods	36	4	32	800.0%
Office Depot	34	18	16	88.9%
Toys "R" Us	31	71	-40	-56.3%
Walmart	30	12	18	150.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 30, 2015.

²¹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

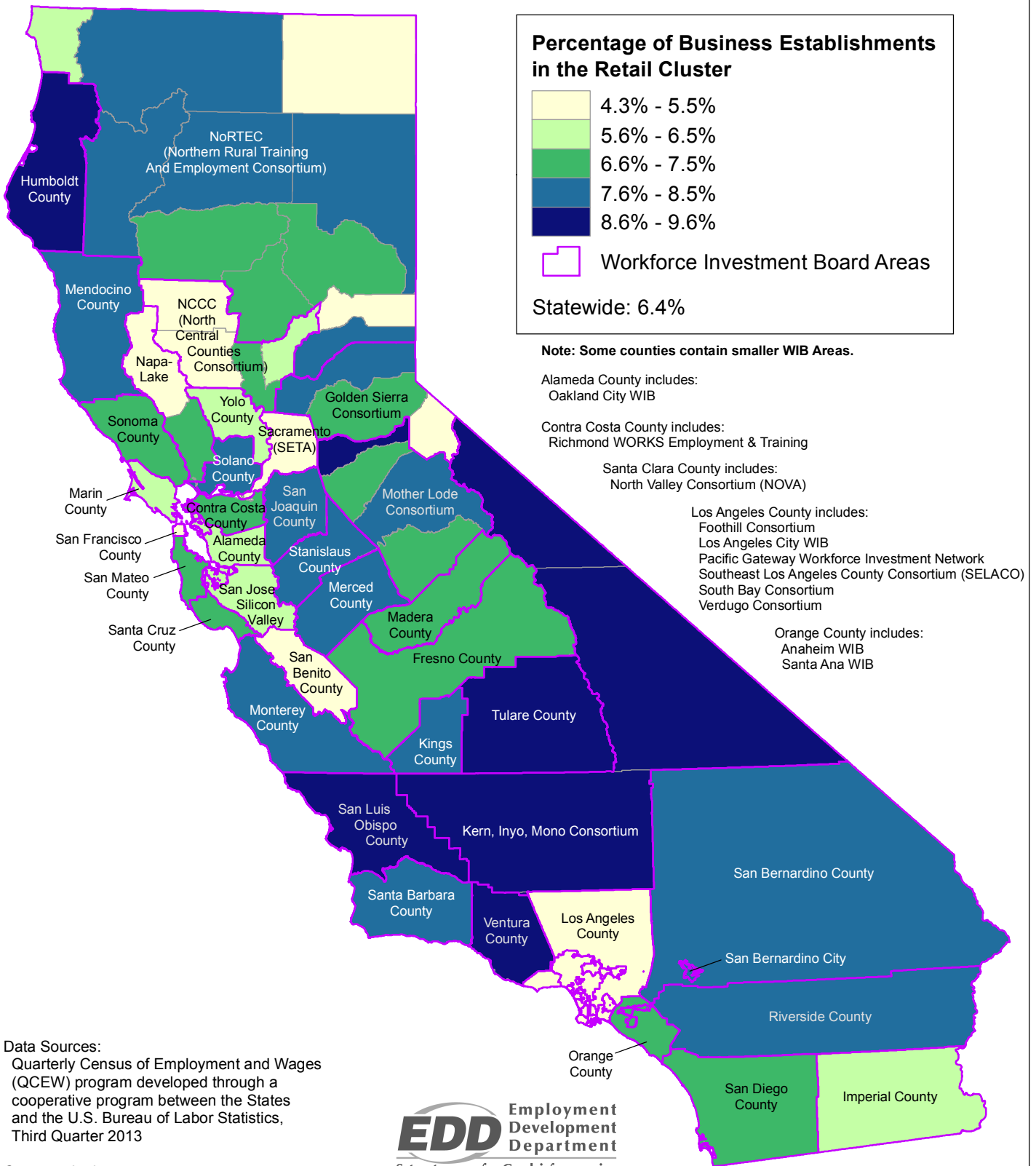
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Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck 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
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Hairdressers, Hairstylists, and Cosmetologists	12.0401 12.0406 12.0407	Cosmetology/Cosmetologist, General Make-Up Artist/Specialist Hair Styling/Stylist and Hair Design	300700	Cosmetology and Barbering
Computer User Support Specialists	01.0106 11.1006 51.0709	Agricultural Business Technology Computer Support Specialist Medical Office Computer Specialist/Assistant	070820	Computer Support
First-Line Supervisors of Retail Sales Workers	01.0608 19.0203 52.0208	Floriculture/Floristry Operations and Management Consumer Merchandising/Retailing Management E-Commerce/Electronic Commerce	010920 050650 050940	Floriculture /Floristry Retail Store Operations and Management 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; [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

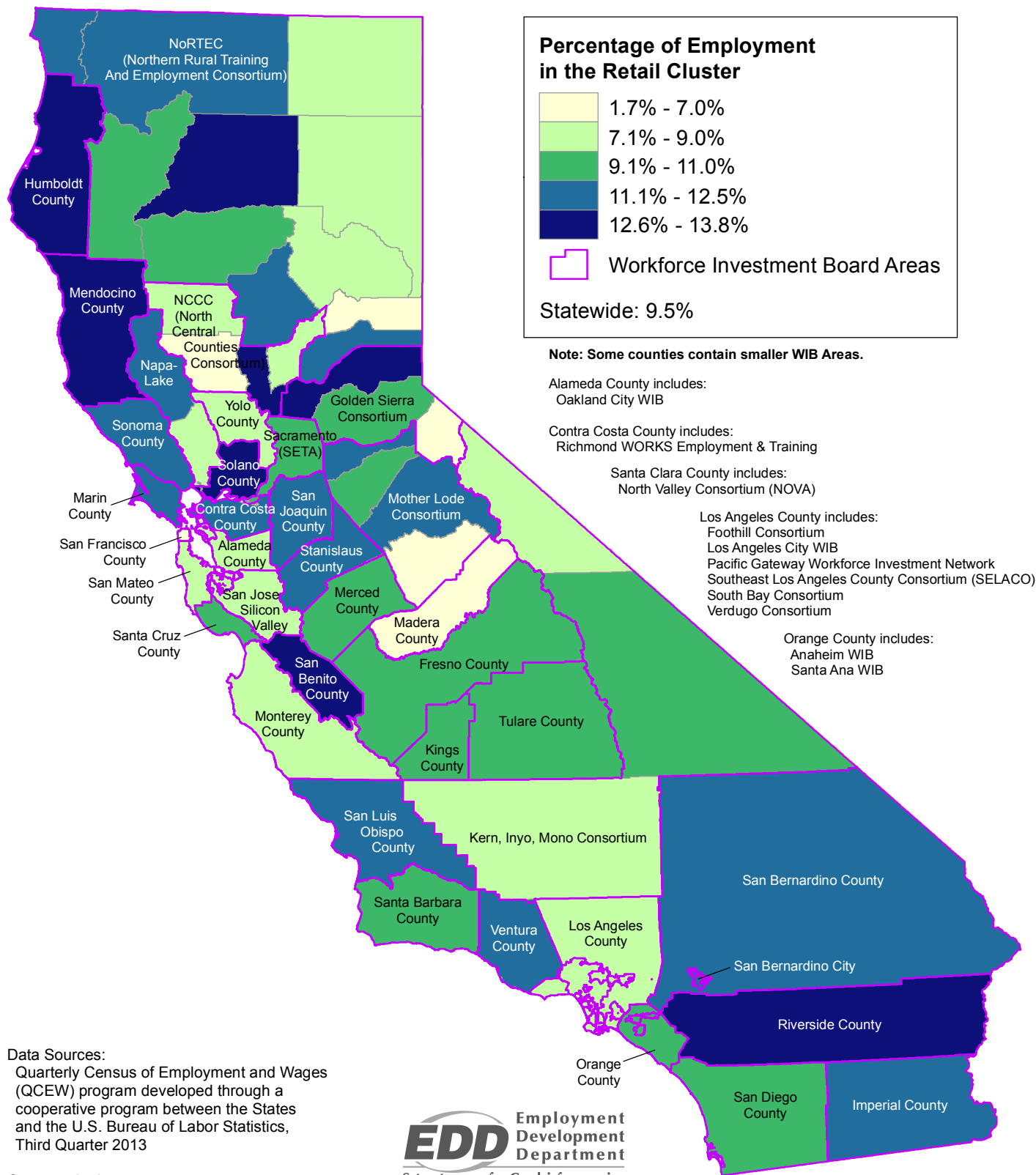
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State of California

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California Retail Cluster

Percentage of Total County Employment, 2013



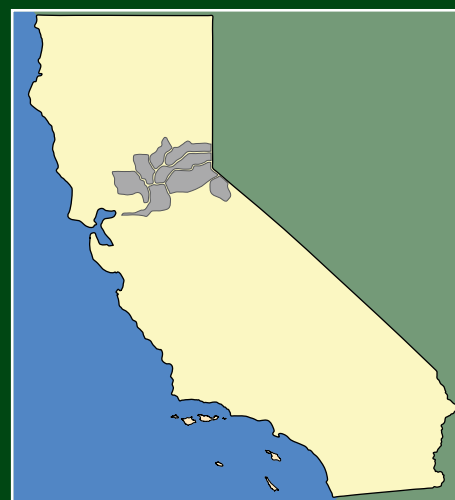
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July 2014

EDD Employment Development Department
State of California

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File T036



Occupational Analysis: Health Care Services Cluster

Sacramento Economic Market

May 2015

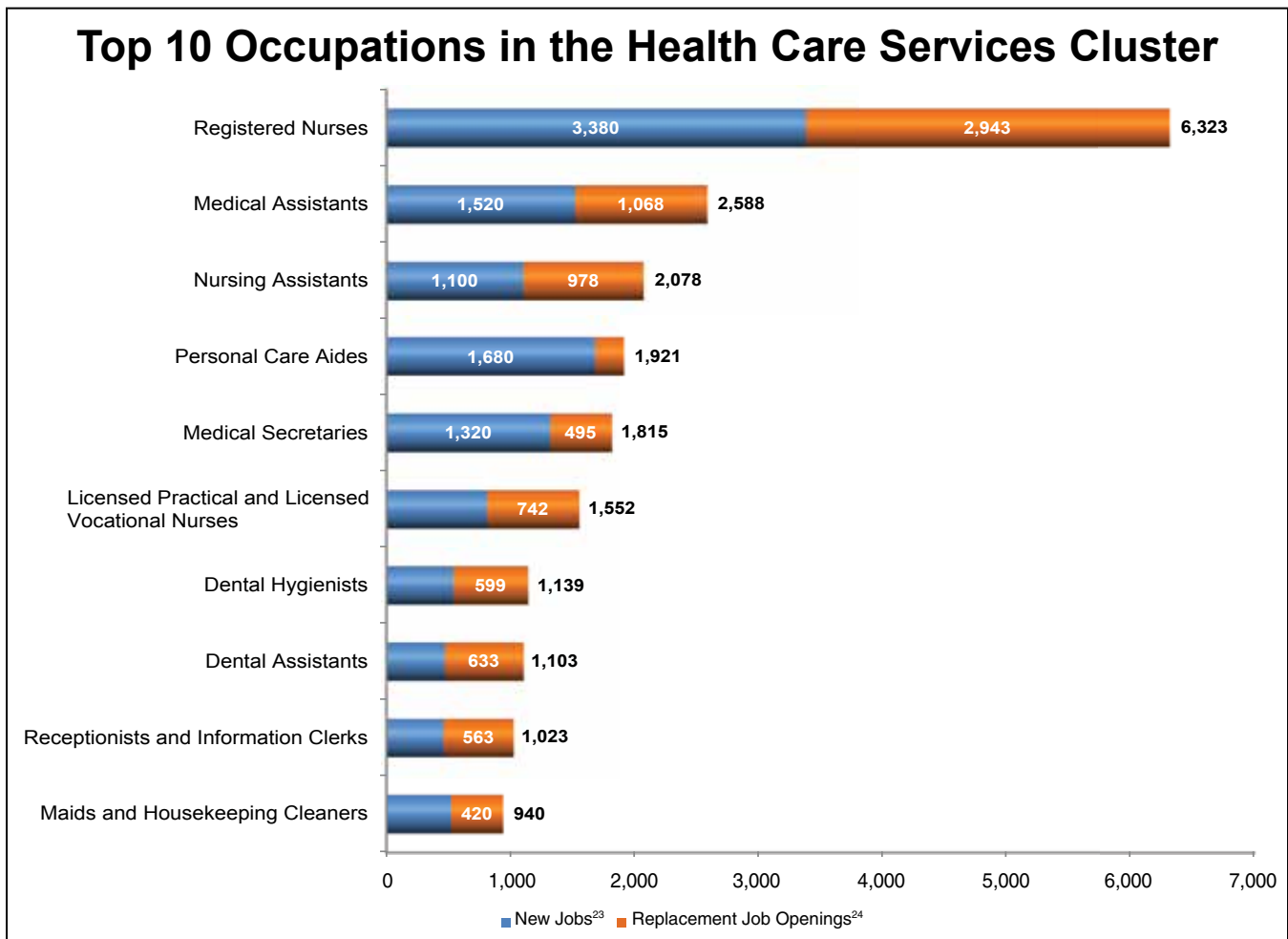
Alpine, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba Counties

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 Market's new job growth plus replacement openings. In sum, these 10 occupations represent nearly half of the 41,695 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, reading comprehension, service orientation, social perceptiveness, and speaking.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.

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

The table below further profiles the Sacramento Economic 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	6,323	\$52.03	\$108,210	Associate's degree	3,994
Medical Assistants	2,588	\$17.00	\$35,359	Postsecondary non-degree award	533
Nursing Assistants	2,078	\$14.52	\$30,198	Postsecondary non-degree award	238
Personal Care Aides	1,921	\$10.77	\$22,402	Less than high school	861
Medical Secretaries	1,815	\$17.82	\$37,063	High school diploma or equivalent	842
Licensed Practical and Licensed Vocational Nurses	1,552	\$27.64	\$57,495	Postsecondary non-degree award	503
Dental Hygienists	1,139	\$48.63	\$101,134	Associate's degree	91
Dental Assistants	1,103	\$19.22	\$39,992	Postsecondary non-degree award	566
Receptionists and Information Clerks	1,023	\$13.58	\$28,258	High school diploma or equivalent	584
Maids and Housekeeping Cleaners	940	\$10.56	\$21,963	Less than high school	616

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 30, 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.

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 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	692	\$60.07	\$124,953	1,072
Physical Therapists	399	\$46.88	\$97,499	476
Physician Assistants	380	\$52.05	\$108,252	231
Nurse Practitioners	346	\$52.75	\$109,706	81
General and Operations Managers	309	\$45.89	\$95,459	481
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	6,323	\$52.03	\$108,210	3,994
Medical Assistants	2,588	\$17.00	\$35,359	533
Nursing Assistants	2,078	\$14.52	\$30,198	238
Licensed Practical and Licensed Vocational Nurses	1,552	\$27.64	\$57,495	503
Dental Hygienists	1,139	\$48.63	\$101,134	91
Requires a High School Diploma or Equivalent or Less				
Personal Care Aides	1,921	\$10.77	\$22,402	861
Medical Secretaries	1,815	\$17.82	\$37,063	842
Receptionists and Information Clerks	1,023	\$13.58	\$28,258	584
Maids and Housekeeping Cleaners	940	\$10.56	\$21,963	616
Home Health Aides	781	\$11.16	\$23,216	317

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 30, 2015.

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

Skill Requirements in the Health Care Services Cluster

The table below lists the 10 top skills required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. Active listening, critical thinking, reading comprehension, and social perceptiveness 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	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"> Dietitians and Nutritionists Management Analysts 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"> Nurse Midwives Clinical Nurse Specialists Nursing Instructors and Teachers, Postsecondary
Nurse Practitioners	<ul style="list-style-type: none"> Clinical Nurse Specialists Nurse Midwives Physician Assistants
General and Operations Managers	<ul style="list-style-type: none"> First-Line Supervisors of Office and Administrative Support Workers Logistics Managers First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators
Requires Some College, Postsecondary Non-Degree Award, or Associate's	
Registered Nurses	<ul style="list-style-type: none"> Critical Care Nurses Licensed Practical and Licensed Vocational Nurses Medical Assistants
Medical Assistants	<ul style="list-style-type: none"> Dental Assistants Licensed Practical and Licensed Vocational Nurses Pharmacy Technicians
Nursing Assistants	<ul style="list-style-type: none"> N/A
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> Physical Therapist Assistants Occupational Therapy Assistants Radiologic Technicians
Dental Hygienists	<ul style="list-style-type: none"> Dental Hygienists Endoscopy Technicians Veterinary Technologists and Technicians
Requires a High School Diploma or Equivalent or Less	
Personal Care Aides	<ul style="list-style-type: none"> Ambulance Drivers and Attendants, Except Emergency Medical Technicians Childcare Workers Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers
Medical Secretaries	<ul style="list-style-type: none"> Medical Records and Health Information Technicians Office Clerks, General Receptionists and Information Clerks
Receptionists and Information Clerks	<ul style="list-style-type: none"> Bill and Account Collectors Customer Service Representatives Hotel, Motel, and Resort Desk Clerks
Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> Food Preparation Workers Food Servers, Nonrestaurant Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Home Health Aides	<ul style="list-style-type: none"> Occupational Therapy Aides Personal Care Aides Physical Therapist 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 Market employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending April 30, 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 ³⁰ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Sutter Health	1,083	1,453	-370	-25.5%
Kaiser Permanente	884	346	538	155.5%
Dignity Health	487	1,214	-727	-59.9%
Woodland Healthcare	199	18	181	1,005.6%
Brookdale Senior Living	111	0	111	0.0%
Marshall Medical Center	91	99	-8	-8.1%
American Mobile Healthcare	79	68	11	16.2%
Sierra Nevada Corporation	73	30	43	143.3%
Mercy San Juan Medical Center	68	99	-31	-31.3%
Vitas Healthcare	67	17	50	294.1%
Onward Healthcare	67	18	49	272.2%
Quest Diagnostics	47	123	-76	-61.8%
DaVita, Inc.	46	60	-14	-23.3%
Western Dental	38	13	25	192.3%
Shriners Hospital for Children	37	14	23	164.3%
Mercy General Hospital	34	76	-42	-55.3%
Atria Senior Living	34	2	32	1,600.0%
Genesis HealthCare	32	36	-4	-11.1%
Methodist Hospitals, Inc.	32	109	-77	-70.6%
River Oak Center for Children	26	24	2	8.3%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 30, 2015.

³⁰ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Health Care Services Cluster Occupations

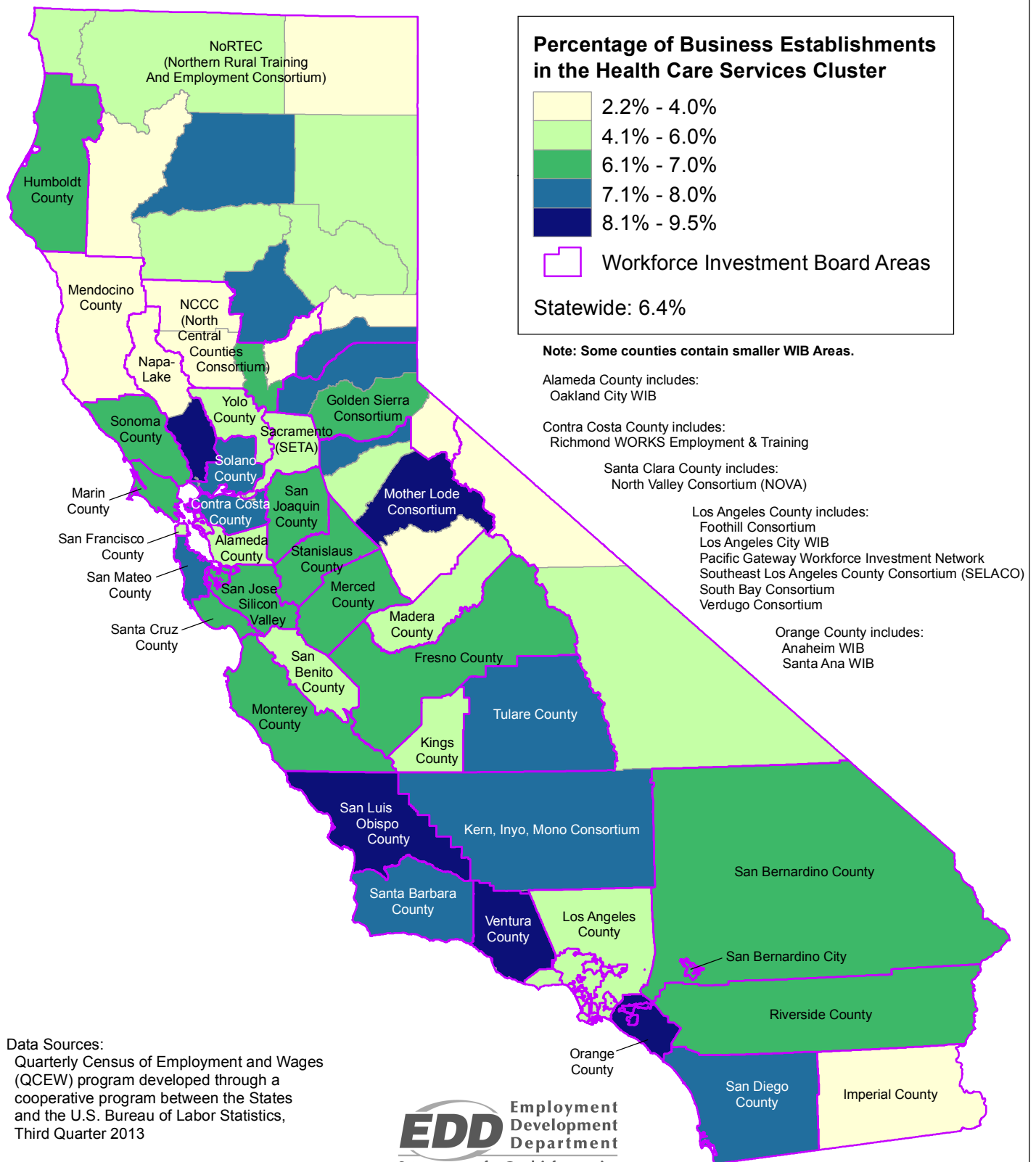
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the 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
	51.3803	Adult Health Nurse/Nursing		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0712	Medical Reception/Receptionist	120800	Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	120810	Clinical 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		
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 \(IPEDS\)](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 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

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

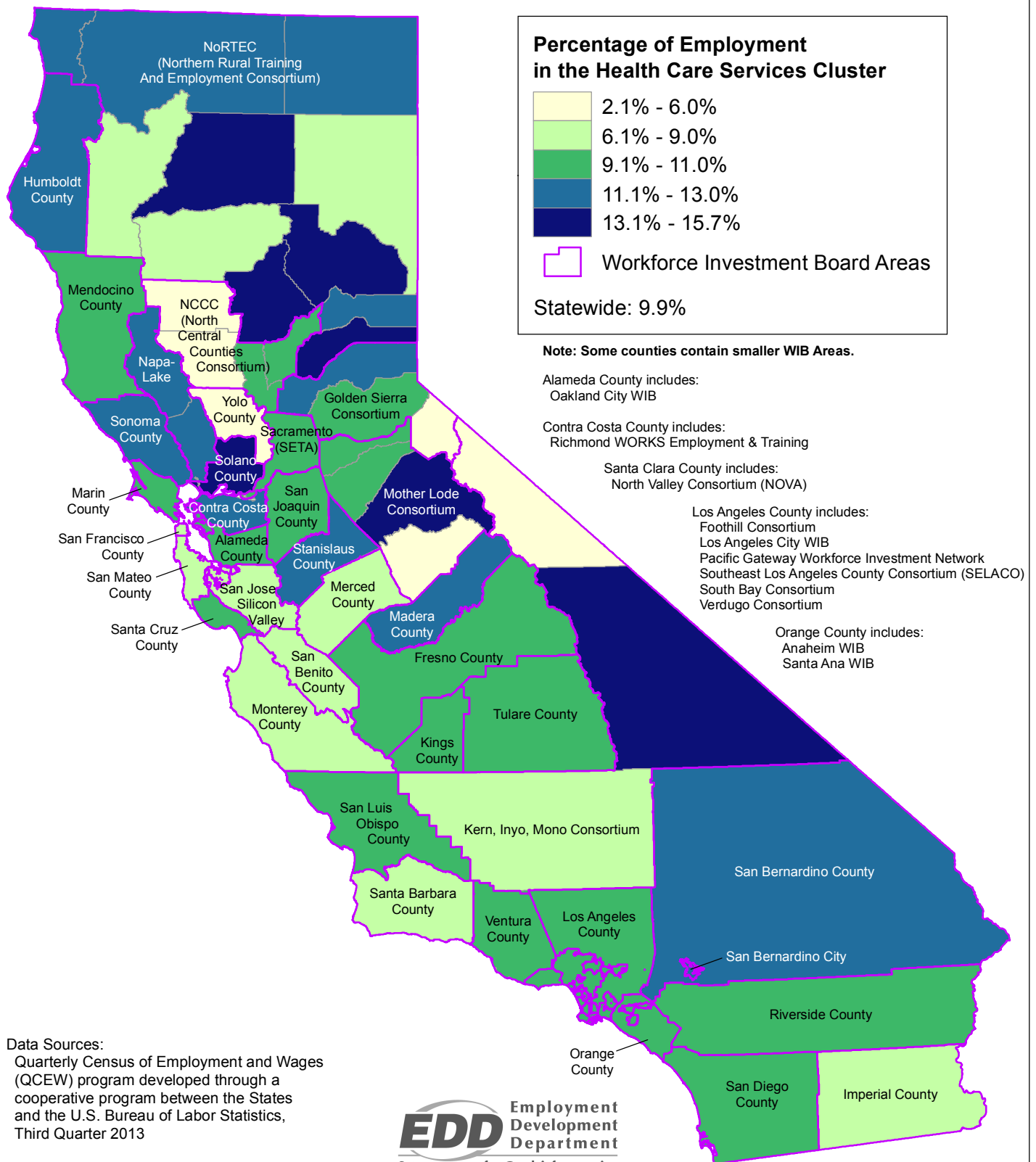
EDD Employment Development Department
State of California

LaborMarketInfo

File T036

California Health Care Services Cluster

Percentage of Total County Employment, 2013



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

Cartography by:
Labor Market Information Division
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File T036