

Regional Economic Analysis Profile

Southern Economic Sub-Market
San Bernardino and Riverside Counties
March 2015



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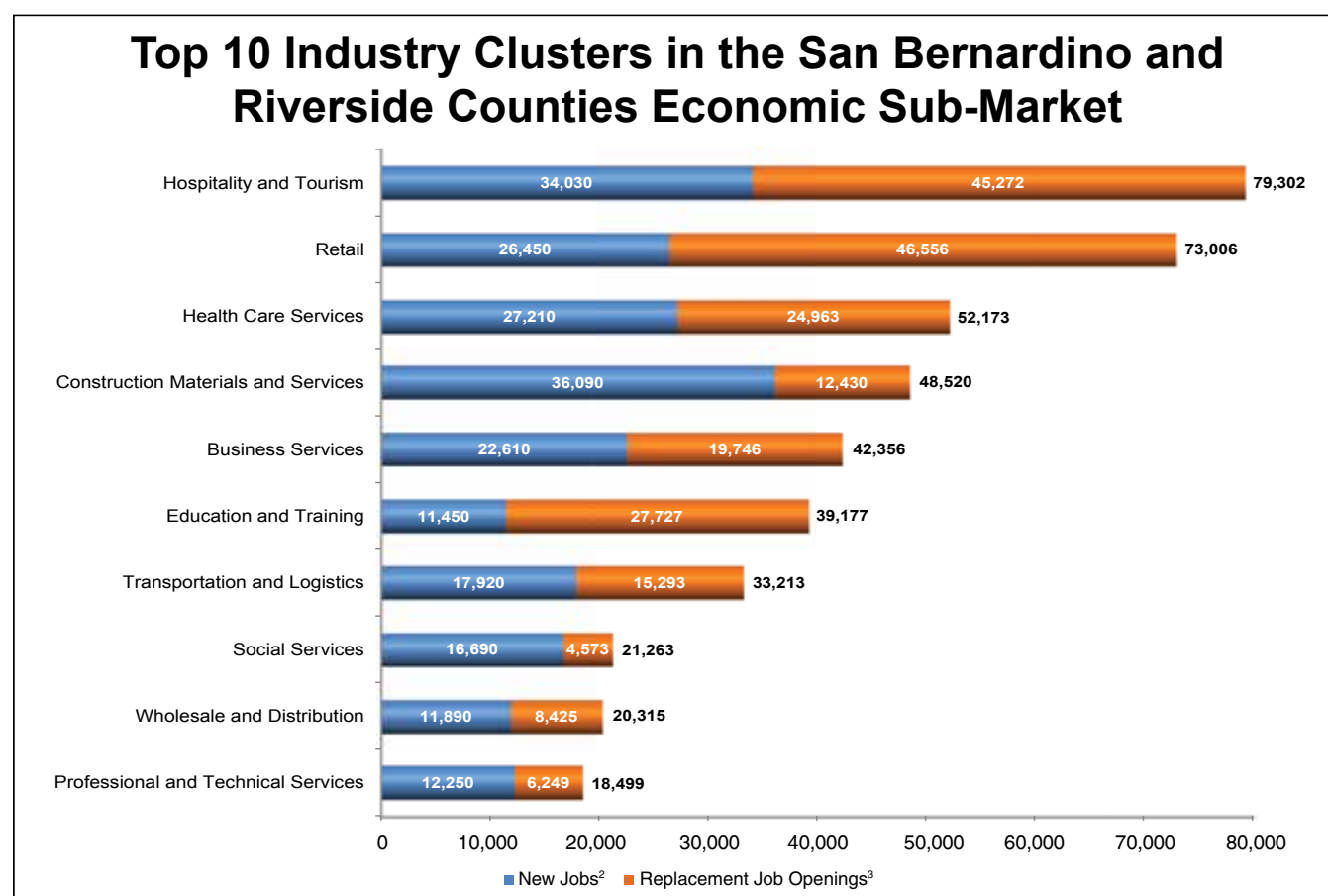
SUMMARY OF THE SAN BERNARDINO AND RIVERSIDE COUNTIES ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

What is an Industry Cluster?

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

Purpose of this Report

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



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

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

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

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

INDUSTRY CLUSTER DESCRIPTIONS

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

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2013-2014,* this cluster was comprised of nearly 137,000 workers, or 12.1 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Special Food Services
- 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 more than 152,000 workers, or 13.5 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Other General Merchandise Stores
- Department Stores
- Clothing Stores
- Automobile Dealers

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 nearly 132,000 people in the economic sub-market during 2013-2014,* accounting for 11.6 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
- Offices of Physicians
- Nursing Care Facilities (Skilled Nursing Facilities)
- Home Health Care Services
- Outpatient Care Centers

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,* this cluster employed more than 75,000 workers, or 6.6 percent of the economic sub-market's total employment. Industries showing the highest projected job openings include:

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

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 94,000 people during 2013- 2014,* or 8.3 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Employment Services
- Services to Buildings and Dwellings
- Investigation and Security Services
- Management of Companies and Enterprises
- Office Administrative Services

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 124,000 people in the economic sub-market, accounting for 10.9 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

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

INDUSTRY CLUSTER DESCRIPTIONS

The **Transportation and Logistics** cluster is made up of interrelated industries such as refrigerated warehousing, self-storage facilities, freight transporting companies, and overnight delivery businesses. In 2013-2014,* more than 74,000 workers were employed in this cluster, making up 6.6 percent of the economic sub-market's workforce population. Industries showing the highest projected job openings include:

- Warehousing and Storage
- General Freight Trucking
- Specialized Freight Trucking
- Couriers and Express Delivery Services
- Support Activities for Road Transportation

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 45,000 people and accounted for 4 percent of the economic sub-market's workforce in 2013-2014.* Industries include:

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

The **Wholesale and Distribution** cluster includes industries engaged in selling durable and nondurable goods to other businesses. Merchant wholesalers sell goods such as groceries, pharmaceuticals, and motor vehicles and parts. During 2013-2014,* more than 41,000 people were employed in the economic sub-market, which accounted for 3.6 percent of the workforce. Industries with the highest number of expected job openings include:

- Grocery and Related Product Merchant Wholesalers
- Professional and Commercial Equipment and Supplies Merchant Wholesalers
- Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- Machinery, Equipment, and Supplies Merchant Wholesalers
- Hardware, and Plumbing and Heating Equipment Merchant Wholesalers

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 33,000 people were employed in the economic sub-market, or 2.9 percent of the workforce. Top industries within this cluster include:

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

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

INDUSTRY CLUSTER DEFINITIONS

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

Hospitality and Tourism

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

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

Health Care Services (Continued)

- 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

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
- 5616 Investigation and Security Services
- 5617 Services to Buildings and Dwellings
- 5619 Other Support Services

INDUSTRY CLUSTER DEFINITIONS

Business Services (Continued)

- 5621 Waste Collection
- 5622 Waste Treatment and Disposal
- 5629 Remediation and Other Waste Management Services

Education and Training

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

Transportation and Logistics

- 3365 Railroad Rolling Stock Manufacturing
- 3366 Ship and Boat Building
- 4811 Scheduled Air Transportation
- 4812 Nonscheduled Air Transportation
- 4821 Rail Transportation
- 4831 Deep Sea, Coastal, and Great Lakes Water Transportation
- 4832 Inland Water Transportation
- 4841 General Freight Trucking
- 4842 Specialized Freight Trucking
- 4851 Urban Transit Systems
- 4852 Interurban and Rural Bus Transportation
- 4853 Taxi and Limousine Service
- 4854 School and Employee Bus Transportation
- 4855 Charter Bus Industry
- 4859 Other Transit and Ground Passenger Transportation
- 4881 Support Activities for Air Transportation
- 4882 Support Activities for Rail Transportation
- 4883 Support Activities for Water Transportation
- 4884 Support Activities for Road Transportation
- 4885 Freight Transportation Arrangement
- 4889 Other Support Activities for Transportation
- 4921 Couriers and Express Delivery Services
- 4922 Local Messengers and Local Delivery
- 4931 Warehousing and Storage
- 5321 Automotive Equipment Rental and Leasing
- 8113 Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance

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

Wholesale and Distribution

- 4231 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- 4233 Lumber and Other Construction Materials Merchant Wholesalers
- 4234 Professional and Commercial Equipment and Supplies Merchant Wholesalers
- 4235 Metal and Mineral (except Petroleum) Merchant Wholesalers
- 4237 Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers
- 4238 Machinery, Equipment, and Supplies Merchant Wholesalers
- 4239 Miscellaneous Durable Goods Merchant Wholesalers
- 4241 Paper and Paper Product Merchant Wholesalers
- 4242 Drugs and Druggists' Sundries Merchant Wholesalers
- 4244 Grocery and Related Product Merchant Wholesalers
- 4245 Farm Product Raw Material Merchant Wholesalers
- 4248 Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers
- 5323 General Rental Centers
- 5324 Commercial and Industrial Machinery and Equipment Rental and Leasing

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



Occupational Analysis: Hospitality and Tourism Cluster

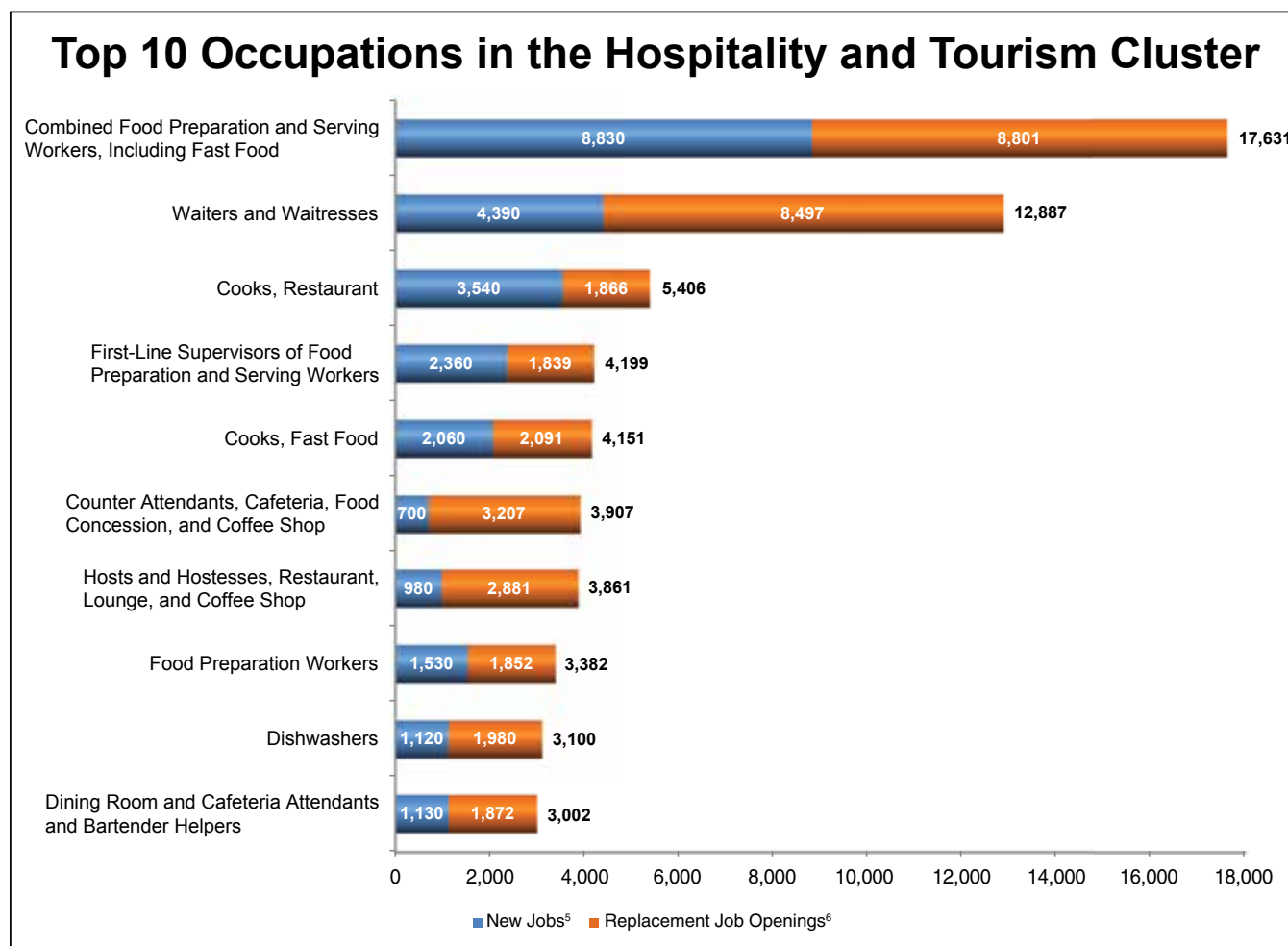
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What is the Hospitality and Tourism Cluster?

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

Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the San Bernardino and Riverside Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 79,302 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, social perceptiveness, and speaking.⁴



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

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

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

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

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

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

Occupations	Total Job Openings ⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁸	HWOL Job Ads ⁹ (120 days)
Combined Food Preparation and Serving Workers, Including Fast Food	17,631	\$9.27	\$19,272	Less than high school	749
Waiters and Waitresses	12,887	\$9.13	\$18,998	Less than high school	646
Cooks, Restaurant	5,406	\$10.90	\$22,672	Less than high school	694
First-Line Supervisors of Food Preparation and Serving Workers	4,199	\$13.40	\$27,879	High school diploma or equivalent	1,201
Cooks, Fast Food	4,151	\$9.22	\$19,178	Less than high school	52
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	3,907	\$9.69	\$20,148	Less than high school	95
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	3,861	\$9.20	\$19,130	Less than high school	184
Food Preparation Workers	3,382	\$9.36	\$19,480	Less than high school	209
Dishwashers	3,100	\$9.20	\$19,132	Less than high school	291
Dining Room and Cafeteria Attendants and Bartender Helpers	3,002	\$9.14	\$19,016	Less than high school	240

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 27, 2015.

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

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

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

Top Occupations for the Hospitality and Tourism Cluster by Education Level

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

Occupations	Total Job Openings ¹⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	391	\$44.66	\$92,887	472
Coaches and Scouts	136	N/A	\$36,328	303
Recreation Workers	112	\$10.49	\$21,811	106
Accountants and Auditors	109	\$30.57	\$63,582	840
Meeting, Convention, and Event Planners	109	\$21.05	\$43,790	67
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	46	\$18.30	\$38,064	166
Skincare Specialists	13	\$16.77	\$34,889	62
Audio and Video Equipment Technicians	12	N/A	N/A	49
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	10	\$25.06	\$52,125	221
Hairdressers, Hairstylists, and Cosmetologists	5	\$9.65	\$20,058	326
Requires a High School Diploma or Equivalent or Less				
Combined Food Preparation and Serving Workers, Including Fast Food	17,631	\$9.27	\$19,272	749
Waiters and Waitresses	12,887	\$9.13	\$18,998	646
Cooks, Restaurant	5,406	\$10.90	\$22,672	694
First-Line Supervisors of Food Preparation and Serving Workers	4,199	\$13.40	\$27,879	1,201
Cooks, Fast Food	4,151	\$9.22	\$19,178	52

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 27, 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 and speaking are the most commonly shared skills, followed by active listening and monitoring. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupations	Skills																			
	Active Learning	Active Listening	Coordination	Critical Thinking	Equipment Maintenance	Installation	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Service Orientation	Social Perceptiveness
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●	●	●						●		●					●		●	●
Coaches and Scouts		●		●			●	●	●	●		●							●	●
Recreation Workers		●	●	●			●			●		●					●		●	●
Accountants and Auditors ¹¹	●	●		●				●			●	●					●			●
Meeting, Convention, and Event Planners		●	●	●								●	●				●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Massage Therapists	●	●		●				●				●					●		●	●
Skincare Specialists	●	●	●	●				●				●					●		●	●
Audio and Video Equipment Technicians	●	●	●	●			●					●		●			●			●
Heating, Air Conditioning, and Refrigeration Mechanics and Installers ¹²		●	●	●	●	●										●	●	●		●
Hairdressers, Hairstylists, and Cosmetologists	●	●		●			●		●			●			●			●	●	●
Requires a High School Diploma or Equivalent or Less																				
Combined Food Preparation and Serving Workers, Including Fast Food		●	●	●			●		●						●		●		●	●
Waiters and Waitresses		●	●	●					●			●			●		●		●	●
Cooks, Restaurant	●	●	●	●			●					●				●				●
First-Line Supervisors of Food Preparation and Serving Workers			●	●						●		●				●		●	●	●
Cooks, Fast Food	●	●	●	●								●			●		●		●	●

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

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

¹² Skills represent Heating and Air Conditioning Mechanics and Installers, a specialty occupation of Heating, Air Conditioning, and Refrigeration Mechanics and Installers.

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 performing for or working directly with the public.

Occupations	Work Activities																			
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work
Requires a Bachelor's Degree or Higher																				
General and Operations Managers				•	•		•	•									•	•	•	
Coaches and Scouts		•					•	•				•				•			•	
Recreation Workers	•	•		•			•	•										•	•	
Accountants and Auditors ¹³	•				•			•	•	•						•		•	•	
Meeting, Convention, and Event Planners				•	•			•		•		•	•							•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Massage Therapists		•		•				•		•			•				•		•	
Skincare Specialists		•					•	•				•					•		•	
Audio and Video Equipment Technicians				•	•		•					•		•			•			
Heating, Air Conditioning, and Refrigeration Mechanics and Installers ¹⁴	•					•						•		•			•		•	
Hairdressers, Hairstylists, and Cosmetologists		•		•				•		•		•						•		
Requires a High School Diploma or Equivalent or Less																				
Combined Food Preparation and Serving Workers, Including Fast Food			•		•		•	•		•		•	•							•
Waiters and Waitresses				•			•	•		•		•	•						•	•
Cooks, Restaurant				•			•	•				•	•			•	•	•		
First-Line Supervisors of Food Preparation and Serving Workers		•					•	•			•	•	•				•	•		•
Cooks, Fast Food				•	•			•				•	•					•	•	•

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

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

¹⁴ Work Activities represent Heating and Air Conditioning Mechanics and Installers, a specialty occupation of Heating, Air Conditioning, and Refrigeration Mechanics and Installers.

Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> • Food Service Managers • Lodging Managers • Gaming Managers
Coaches and Scouts	<ul style="list-style-type: none"> • Career/Technical Education Teachers, Middle School • Career/Technical Education Teachers, Secondary School • Recreation Therapists
Recreation Workers	<ul style="list-style-type: none"> • Preschool Teachers, Except Special Education • Social and Human Service Assistants • Recreational Therapists
Accountants and Auditors	<ul style="list-style-type: none"> • Personal Financial Advisors • Compensation, Benefits, and Job Analysis Specialists • Financial Analysts
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> • Human Resources Specialists • Advertising and Promotions Managers • Agents and Business Managers of Artists, Performers, and Athletes
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Massage Therapists	<ul style="list-style-type: none"> • Fitness Trainers and Aerobics Instructors • Self-Enrichment Education Teachers • Skincare Specialists
Skincare Specialists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Manicurists and Pedicurists • Dental Assistants
Audio and Video Equipment Technicians	<ul style="list-style-type: none"> • Sound Engineering Technicians • Broadcast Technicians • Film and Video Editors
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	<ul style="list-style-type: none"> • Automotive Specialty Technicians • Motorboat Mechanics and Service Technicians • Electricians
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> • Barbers • Massage Therapists • Skincare Specialists
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Food Servers, Nonrestaurant • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
Waiters and Waitresses	<ul style="list-style-type: none"> • Food Servers, Nonrestaurant • Dining Room and Cafeteria Attendants and Bartender Helpers • Cashiers
Cooks, Restaurant	<ul style="list-style-type: none"> • Bakers • Cooks, Institution and Cafeteria • Butchers and Meat Cutters
First-Line Supervisors of Food Preparation and Serving Workers	<ul style="list-style-type: none"> • Bartenders • Chefs and Head Cooks • Dietetic Technicians
Cooks, Fast Food	<ul style="list-style-type: none"> • Cooks, Short Order • Food Preparation Workers • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop

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

Employer Demand for the Hospitality and Tourism Cluster

The following table lists the San Bernardino and Riverside Counties Economic Sub-Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending March 27, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Hospitality and Tourism Cluster Employers	Recent Job Advertisements ¹⁵ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Marriott	208	353	-145	-41.1%
Taco Bell	164	11	153	1,390.9%
Pechanga Resort & Casino	117	6	111	1,850.0%
Ritz-Carlton	116	224	-108	-48.2%
Domino's Pizza	113	1	112	11,200.0%
Chipotle	109	3	106	3,533.3%
Starbucks	75	143	-68	-47.6%
Wyndham Hotel Group	70	21	49	233.3%
24-Hour Fitness	58	163	-105	-64.4%
Fantasy Springs Resort	53	64	-11	-17.2%
Red Robin	51	37	14	37.8%
G6 Hospitality LLC	49	6	43	716.7%
Hyatt	47	87	-40	-46.0%
Sodexo Inc.	32	51	-19	-37.3%
Omni Hotels	29	65	-36	-55.4%
Benihana	20	5	15	300.0%
McDonald's Corporation	19	18	1	5.6%
Hilton Hotels & Resorts	18	23	-5	-21.7%
American Bread Company	16	0	16	—
Augustine Casino	15	13	2	15.4%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 27, 2015.

¹⁵ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

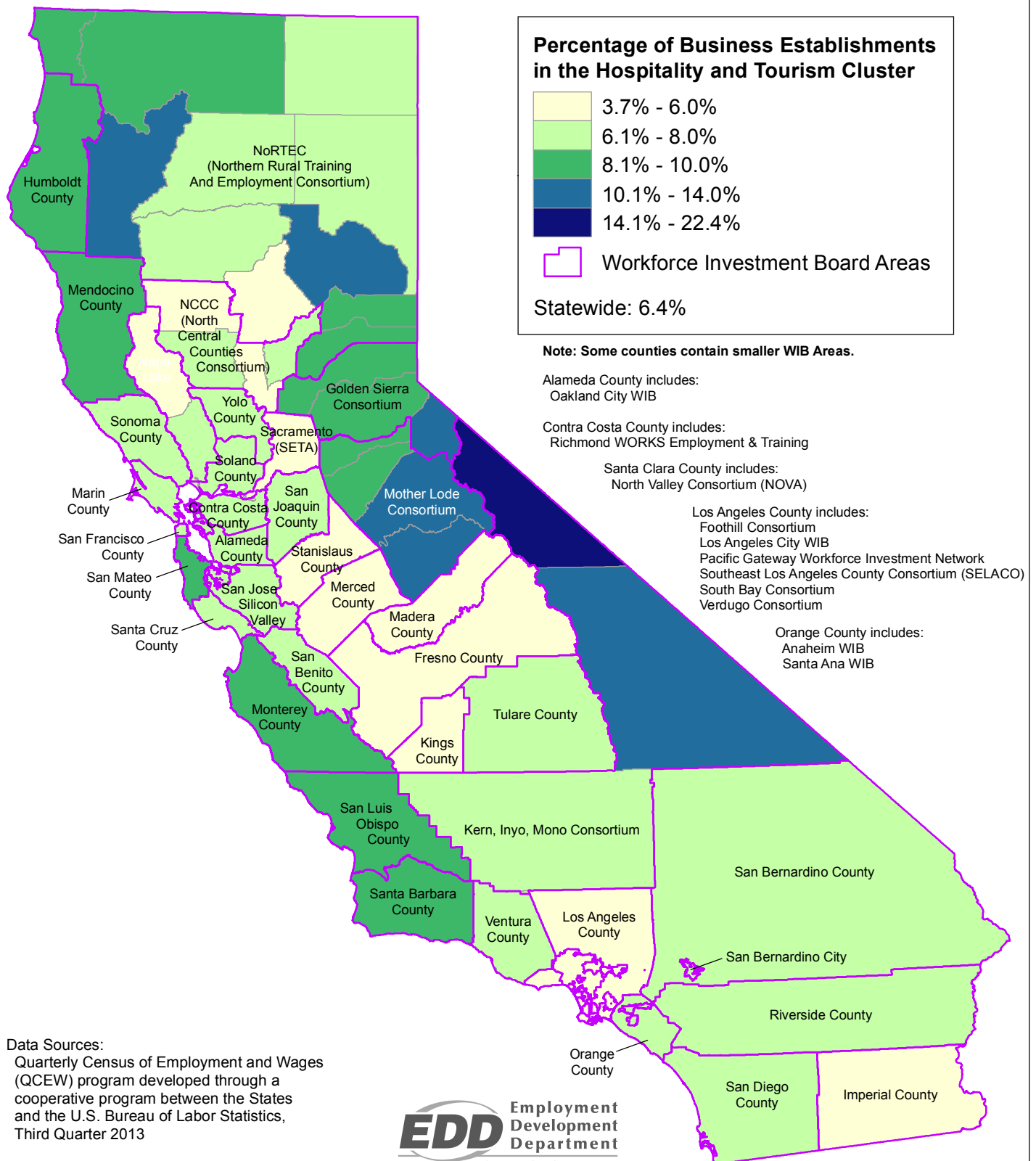
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork Therapy		
	51.3503	Somatic Bodywork		
Skincare Specialists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0408	Facial Treatment Specialist/Facialist		
	12.0409	Aesthetician/Esthetician and Skin Care Specialist		
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		
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	15.0501	Heating, Ventilation, Air Conditioning and Refrigeration Engineering Technology/Technician	094600	Environmental Control Technology
	47.0201	Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician		
Hairdressers, Hairstylists, and Cosmetologists	12.0404	Electrolysis/Electrology and Electrolysis Technician	300700	Cosmetology and Barbering
	12.0406	Make-Up Artist/Specialist		
	12.0413	Cosmetology, Barber/Styling, and Nail Instructor		
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	130630	Culinary Arts
	12.0507	Food Service, Waiter/Waitress, and Dining Room Management/Manager		
	19.0505	Foodservice Systems Administration/Management		

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

California 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

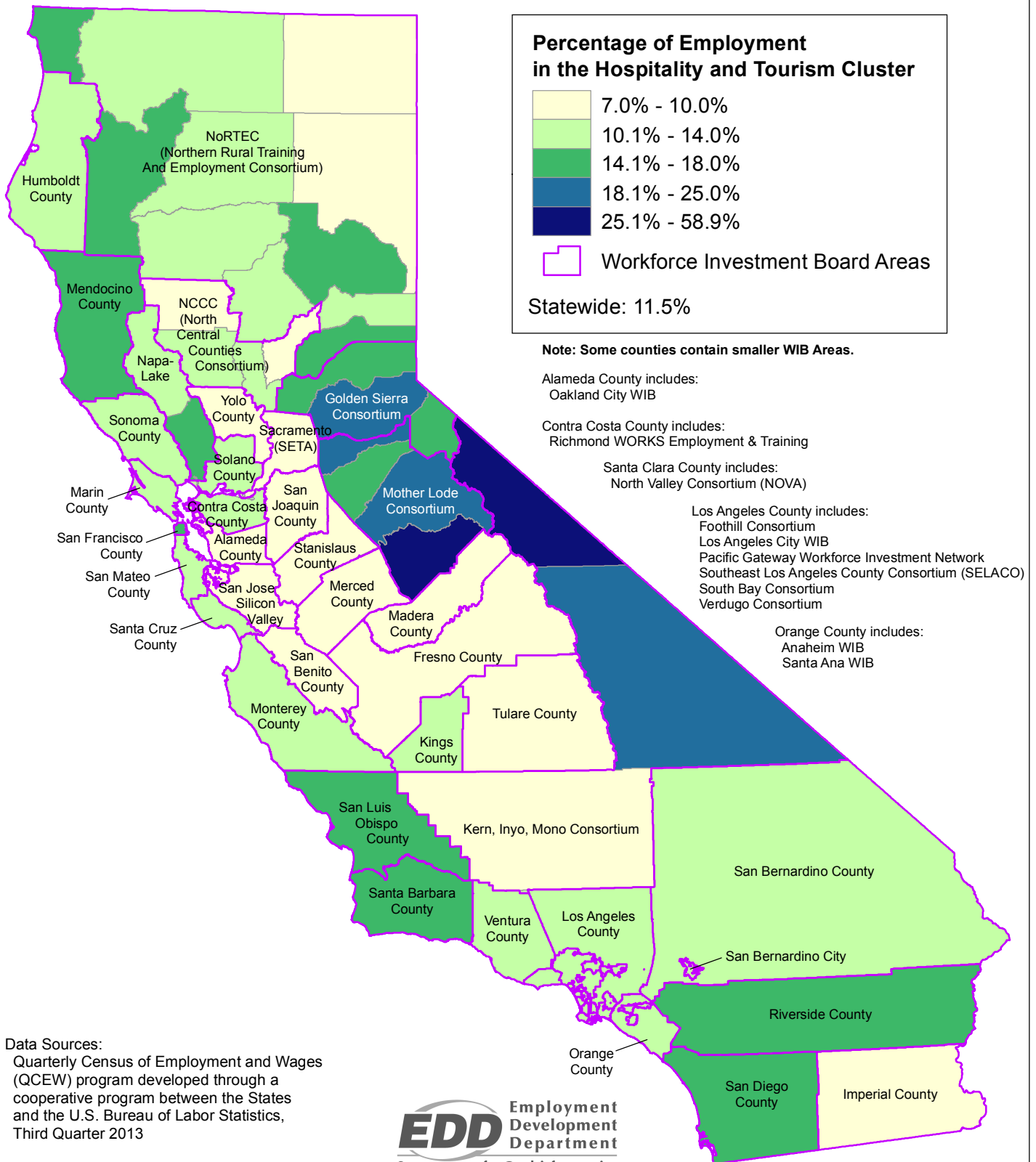
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File T036

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

Cartography by:
Labor Market Information Division
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Occupational Analysis: Retail Cluster

Southern Economic Sub-Market
San Bernardino and Riverside Counties

March 2015

What is the Retail Cluster?

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

Top 10 Occupations in the Retail Cluster

The graph below identifies the top 10 occupations in the Retail cluster, based on the San Bernardino and Riverside Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 73,006 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.¹⁶



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

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

¹⁷ New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

¹⁸ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

Top 10 Occupations and Recent Job Demand in the Retail Cluster

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

Occupations	Total Job Openings ¹⁹ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁰	HWOL Job Ads ²¹ (120 days)
Retail Salespersons	21,322	\$10.59	\$22,008	Less than high school	2,209
Cashiers	16,800	\$9.79	\$20,371	Less than high school	449
Stock Clerks and Order Fillers	5,300	\$11.20	\$23,293	Less than high school	874
First-Line Supervisors of Retail Sales Workers	4,684	\$19.58	\$40,724	High school diploma or equivalent	1,605
Laborers and Freight, Stock, and Material Movers, Hand	1,931	\$12.09	\$25,155	Less than high school	804
Combined Food Preparation and Serving Workers, Including Fast Food	1,830	\$9.27	\$19,272	Less than high school	749
Automotive Service Technicians and Mechanics	1,772	\$17.44	\$36,278	High school diploma or equivalent	583
Parts Salespersons	1,024	\$15.62	\$32,481	Less than high school	55
Packers and Packagers, Hand	914	\$10.06	\$20,930	Less than high school	60
Pharmacy Technicians	862	\$16.52	\$34,377	High school diploma or equivalent	203

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 27, 2015.

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

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

²¹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

Top Occupations for the Retail Cluster by Education Level

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

Occupations	Total Job Openings ²² (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	747	\$44.66	\$92,887	472
Pharmacists	585	\$65.00	\$135,194	205
Sales Managers	472	\$48.29	\$100,448	414
Graphic Designers	140	\$18.74	\$38,991	198
Loan Officers	110	\$40.06	\$83,331	476
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
First-Line Supervisors of Production and Operating Workers	162	\$23.37	\$48,608	860
Heavy and Tractor-Trailer Truck Drivers	138	\$20.72	\$43,104	2,752
Computer User Support Specialists	80	\$25.01	\$52,018	886
Hairdressers, Hairstylists, and Cosmetologists	73	\$9.65	\$20,058	326
Computer, Automated Teller, and Office Machine Repairers	68	\$17.31	\$35,987	13
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	21,322	\$10.59	\$22,008	2,209
Cashiers	16,800	\$9.79	\$20,371	449
Stock Clerks and Order Fillers	5,300	\$11.20	\$23,293	874
First-Line Supervisors of Retail Sales Workers	4,684	\$19.58	\$40,724	1,605
Laborers and Freight, Stock, and Material Movers, Hand	1,931	\$12.09	\$25,155	804

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 27, 2015.

²² Total job openings are the sum of new jobs and replacement job openings.

Skill Requirements in the Retail Cluster

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

Occupations	Skills																			
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operations Monitoring	Operations Analysis	Persuasion	Reading Comprehension	Repairing	Science
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●		●	●					●		●					●			●
Pharmacists	●	●			●		●					●					●		●	●
Sales Managers				●	●			●		●		●				●			●	●
Graphic Designers	●	●	●		●							●				●			●	●
Loan Officers	●	●	●		●			●			●						●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
First-Line Supervisors of Production and Operating Workers		●		●	●					●		●					●			●
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●		●	●		●			●
Computer User Support Specialists	●	●		●	●		●					●					●		●	●
Hairdressers, Hairstylists, and Cosmetologists	●	●			●		●		●			●					●		●	●
Computer, Automated Teller, and Office Machine Repairers	●	●			●							●		●	●		●	●		●
Requires a High School Diploma or Equivalent or Less																				
Retail Salespersons		●			●							●	●			●	●		●	●
Cashiers		●		●	●							●					●		●	●
Stock Clerks and Order Fillers ²³	●	●	●	●	●							●					●		●	●
First-Line Supervisors of Retail Sales Workers					●		●			●		●	●			●	●		●	●
Laborers and Freight, Stock, and Material Movers, Hand		●	●	●	●							●		●	●		●			●

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

²³ Skills listed represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Work Activities in the Retail Cluster

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

[illegible]

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

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

Related Occupations for the Retail Cluster

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

Retail Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> Administrative Services Managers Purchasing Managers Logistics Managers
Pharmacists	<ul style="list-style-type: none"> Medical Scientists, Except Epidemiologists Health Specialties Teachers, Postsecondary Nursing Instructors and Teachers, Postsecondary
Sales Managers	<ul style="list-style-type: none"> Financial Managers, Branch or Department Marketing Managers Human Resources Managers
Graphic Designers	<ul style="list-style-type: none"> Art Directors Interior Designers Film and Video Editors
Loan Officers	<ul style="list-style-type: none"> Personal Financial Advisors Insurance Sales Agents Brokerage Clerks
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> First-Line Supervisors of Construction Trades and Extraction Workers First-Line Supervisors of Mechanics, Installers, and Repairers Aircraft Cargo Handling Supervisors
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> Pile-Driver Operators Highway Maintenance Workers Light Truck or Delivery Services Drivers
Computer User Support Specialists	<ul style="list-style-type: none"> Electrical Engineering Technicians Audio and Video Equipment Technicians Broadcast Technicians
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Massage Therapists Dental Assistants Manicurists and Pedicurists
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Telecommunications Equipment Installers and Repairers, Except Line Installers Electronic Home Entertainment Equipment Installers and Repairers Security and Fire Alarm Systems Installers
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> Bartenders Pharmacy Aides Tellers
Cashiers	<ul style="list-style-type: none"> Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Waiters and Waitresses Gaming Change Persons and Booth Cashiers
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Counter and Rental Clerks Food Servers, Nonrestaurant Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> First-Line Supervisors of Housekeeping and Janitorial Workers Hotel, Motel, and Resort Desk Clerks Dispatchers, Except Police, Fire, and Ambulance
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> Fence Erectors Reinforcing Iron and Rebar Workers Industrial Truck and Tractor Operators

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

Employer Demand for the Retail Cluster

The following table lists the San Bernardino and Riverside Counties Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending March 27, 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 ²⁵ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Lowe's	314	305	9	3.0%
Macy's	242	71	171	240.8%
Home Depot	241	134	107	79.9%
Safeway Companies	166	11	155	1,409.1%
Target Corporation	133	30	103	343.3%
Toys"R"Us	90	135	-45	-33.3%
Dollar Tree Stores, Inc.	87	42	45	107.1%
Nordstrom	74	64	10	15.6%
Sears Holdings Corporation	73	311	-238	-76.5%
Walmart	72	49	23	46.9%
Office Depot	68	36	32	88.9%
Harbor Freight Tools	52	83	-31	-37.3%
Amazon	49	86	-37	-43.0%
Staples	46	78	-32	-41.0%
Rite Aid	42	26	16	61.5%
Dick's Sporting Goods, Inc.	42	70	-28	-40.0%
WinCo Foods	41	2	39	1,950.0%
Dell	40	41	-1	-2.4%
CarMax	37	21	16	76.2%
RadioShack Corporation	31	23	8	34.8%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 27, 2015.

²⁵ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

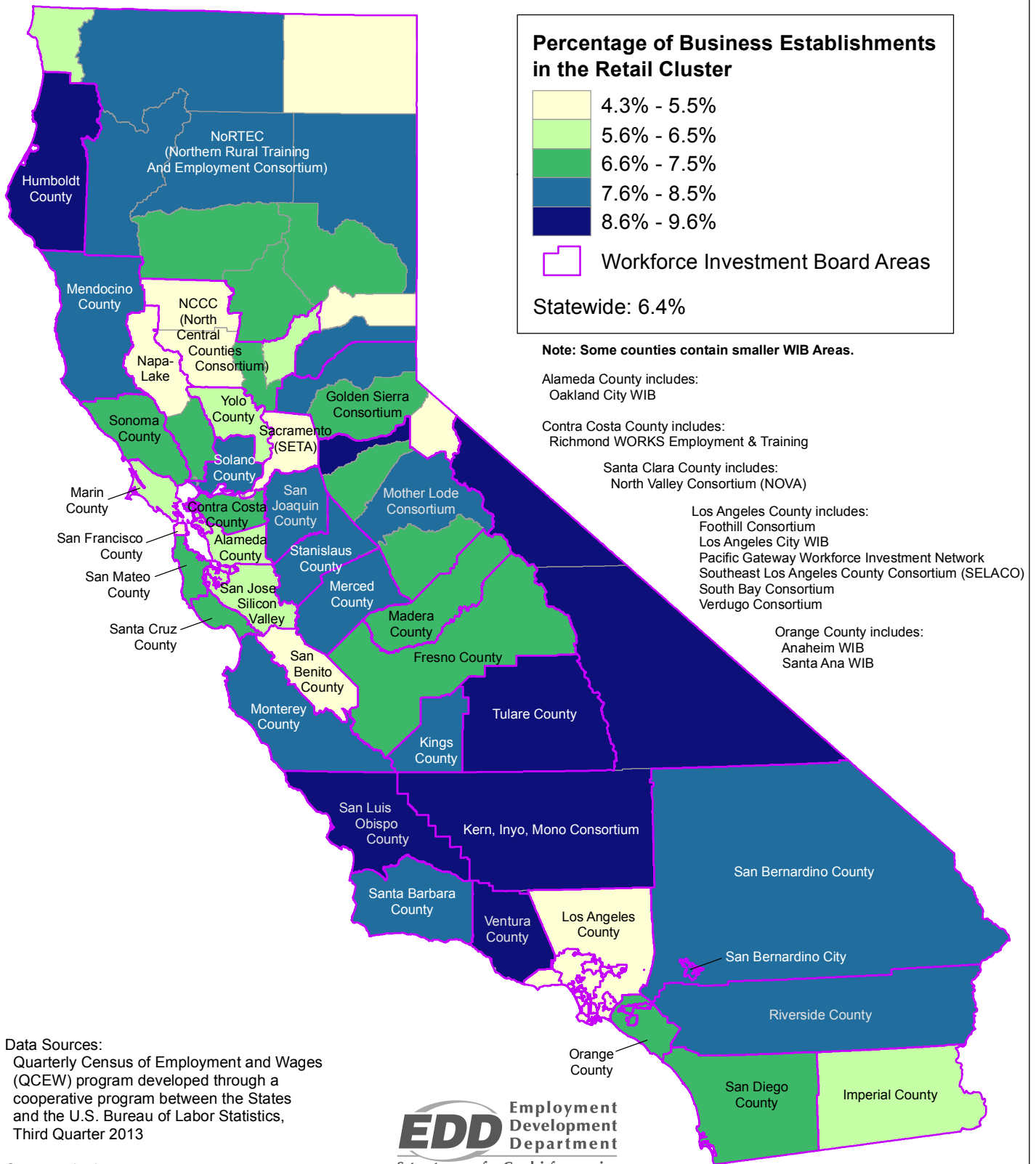
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster.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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Hairdressers, Hairstylists, and Cosmetologists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0404	Electrolysis/Electrology and Electrolysis Technician		
	12.0406	Make-Up Artist/Specialist		
Computer, Automated Teller, and Office Machine Repairers	47.0102	Business Machine Repair	093410	Computer Support
	47.0104	Computer Installation and Repair Technology/Technician		
First-Line Supervisors of Retail Sales Workers	N/A	N/A	010920	Floriculture/Floristry
			050650	Retail Store Operations and Management
			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; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 7th Edition (2010), www.cccco.edu.

California Retail Cluster

Percentage of Total County Establishments, 2013



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

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

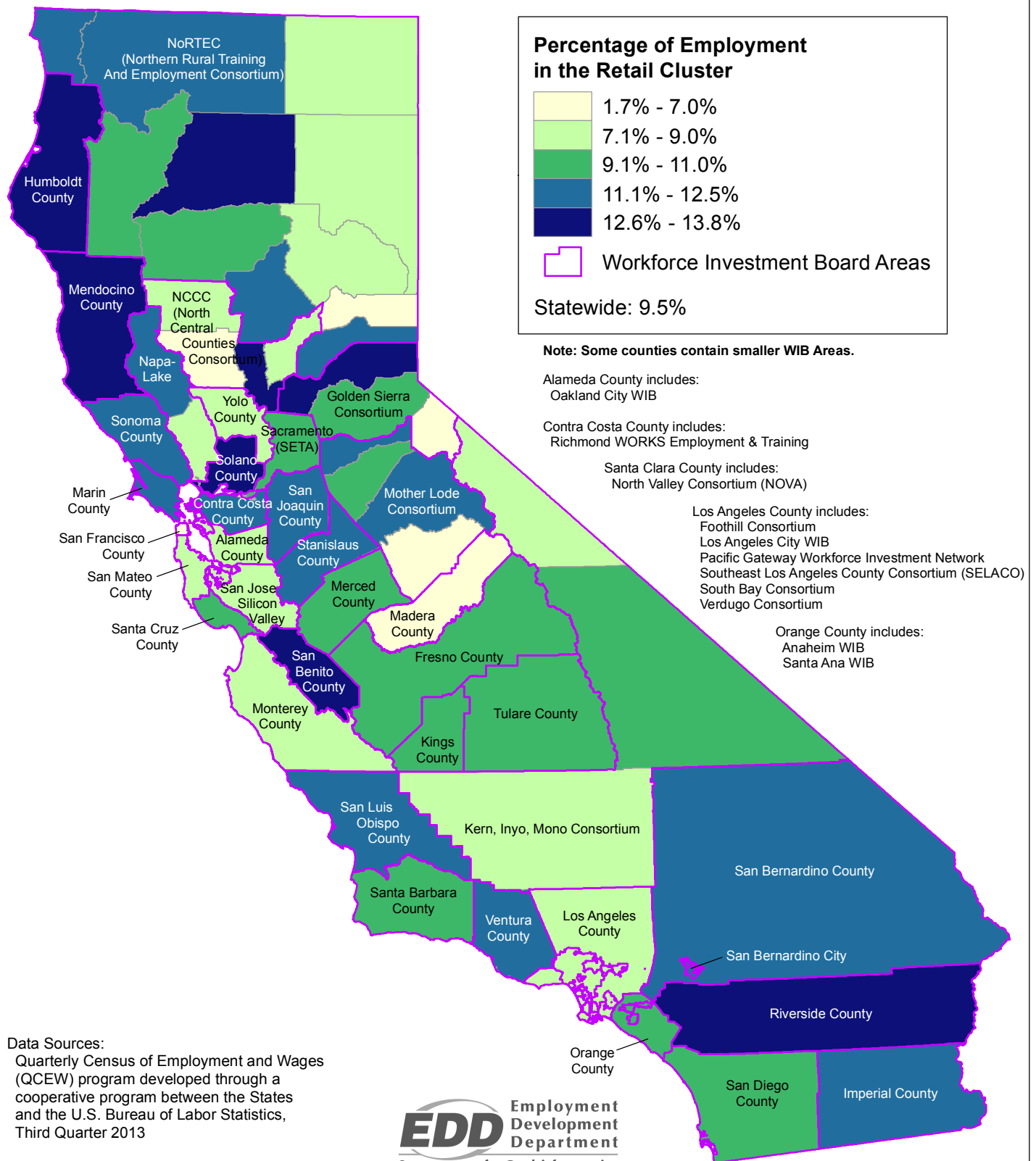
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California Retail Cluster

Percentage of Total County Employment, 2013



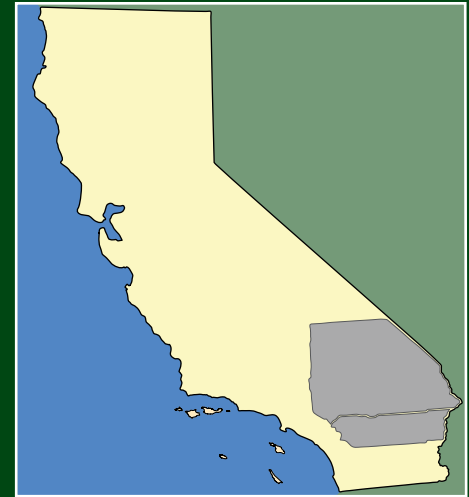
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
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Occupational Analysis: Health Care Services Cluster

Southern Economic Sub-Market
San Bernardino and Riverside Counties

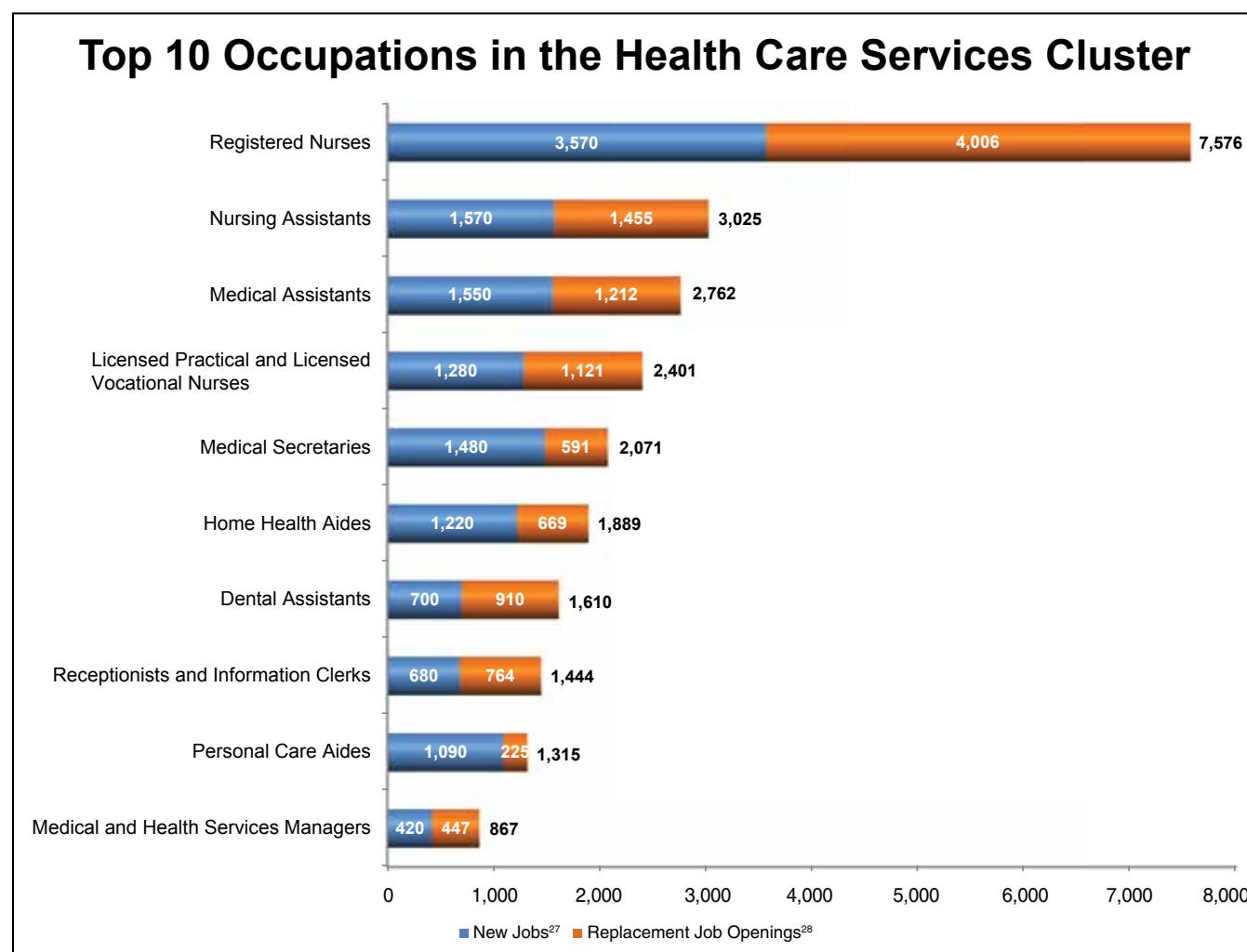
March 2015

What is the Health Care Services Cluster?

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

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the San Bernardino and Riverside Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent nearly half of the 52,173 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, social perceptiveness, and speaking.²⁶



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.

²⁶ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²⁷ 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.

²⁸ 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 San Bernardino and Riverside Counties Economic Sub-Market's top 10 occupations in the Health Care Services cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ²⁹ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ³⁰	HWOL Job Ads ³¹ (120 days)
Registered Nurses	7,576	\$43.06	\$89,562	Associate's degree	4,974
Nursing Assistants	3,025	\$12.89	\$26,815	Postsecondary non-degree award	385
Medical Assistants	2,762	\$13.24	\$27,549	Postsecondary non-degree award	486
Licensed Practical and Licensed Vocational Nurses	2,401	\$22.52	\$46,826	Postsecondary non-degree award	822
Medical Secretaries	2,071	\$15.52	\$32,264	High school diploma or equivalent	586
Home Health Aides	1,889	\$10.92	\$22,715	Less than high school	322
Dental Assistants	1,610	\$16.48	\$34,288	Postsecondary non-degree award	389
Receptionists and Information Clerks	1,444	\$12.98	\$26,990	High school diploma or equivalent	574
Personal Care Aides	1,315	\$9.59	\$19,934	Less than high school	817
Medical and Health Services Managers	867	\$52.49	\$109,196	Bachelor's degree	854

Source: California Employment Development Department, *Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending period ending March 27, 2015.

²⁹ Total job openings are the sum of new jobs and replacement job openings.

³⁰ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

³¹ 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 San Bernardino and Riverside Counties Economic Sub-Market's projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ³² (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	867	\$52.49	\$109,196	854
Family and General Practitioners	555	>\$90.00	>\$187,200	140
Physical Therapists	531	\$42.14	\$87,650	427
Healthcare Social Workers	473	\$31.26	\$65,029	97
Pharmacists	471	\$65.00	\$135,194	205
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	7,576	\$43.06	\$89,562	4,974
Nursing Assistants	3,025	\$12.89	\$26,815	385
Medical Assistants	2,762	\$13.24	\$27,549	486
Licensed Practical and Licensed Vocational Nurses	2,401	\$22.52	\$46,826	822
Dental Assistants	1,610	\$16.48	\$34,288	389
Requires a High School Diploma or Equivalent or Less				
Medical Secretaries	2,071	\$15.52	\$32,264	586
Home Health Aides	1,889	\$10.92	\$22,715	322
Receptionists and Information Clerks	1,444	\$12.98	\$26,990	574
Personal Care Aides	1,315	\$9.59	\$19,934	817
Maids and Housekeeping Cleaners	822	\$10.45	\$21,740	854

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 27, 2015.

³² 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 speaking are the most commonly shared skills. 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	Monitoring	Operations Analysis	Reading Comprehension	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management
Requires a Bachelor's Degree or Higher																
Medical and Health Services Managers		●		●	●		●		●	●	●			●	●	●
Family and General Practitioners	●	●	●		●		●				●	●		●	●	●
Physical Therapists		●		●	●		●		●		●		●	●	●	●
Healthcare Social Workers	●	●		●	●		●				●		●	●	●	●
Pharmacists	●	●			●	●			●		●	●		●	●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																
Registered Nurses	●	●		●	●			●	●		●		●	●	●	
Nursing Assistants	●	●		●	●				●		●		●	●	●	●
Medical Assistants	●	●		●	●				●		●		●	●	●	●
Licensed Practical and Licensed Vocational Nurses		●		●	●				●		●		●	●	●	●
Dental Assistants	●	●			●	●			●		●		●	●	●	●
Requires a High School Diploma or Equivalent or Less																
Medical Secretaries		●		●	●				●		●		●	●	●	●
Home Health Aides	●	●		●	●			●	●		●		●	●	●	
Receptionists and Information Clerks		●	●	●	●						●		●	●	●	●
Personal Care Aides	●	●		●	●				●		●		●	●	●	●
Maids and Housekeeping Cleaners		●		●	●	●			●		●		●	●	●	

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

Work Activities in the Health Care Services Cluster

The table below lists the 10 top work activities required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; assisting and caring for others; identifying objects, actions, and events; 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			●		●	●		●		●				●		●	●			●
Family and General Practitioners	●	●					●	●	●			●		●	●				●	●
Physical Therapists		●					●	●			●	●		●	●			●		●
Healthcare Social Workers		●		●		●	●							●			●		●	●
Pharmacists	●	●						●	●			●				●	●	●		●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Registered Nurses		●		●			●	●			●		●	●	●	●			●	●
Nursing Assistants		●		●			●	●			●	●		●	●	●			●	
Medical Assistants		●		●		●	●	●			●				●	●		●		●
Licensed Practical and Licensed Vocational Nurses		●		●		●	●				●	●		●	●	●				●
Dental Assistants		●					●	●	●		●	●		●	●	●	●			●
Requires a High School Diploma or Equivalent or Less																				
Medical Secretaries		●	●	●			●	●			●		●	●			●			●
Home Health Aides		●		●		●	●				●	●			●	●			●	●
Receptionists and Information Clerks		●				●	●	●			●				●		●	●		●
Personal Care Aides		●		●		●	●				●	●		●	●	●		●		
Maids and Housekeeping Cleaners				●		●	●		●	●	●	●					●	●		●

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"> • Training and Development Managers • Social and Community Service Managers • Management Analysts
Family and General Practitioners	<ul style="list-style-type: none"> • Pharmacists • Physician Assistants • Nurse Practitioners
Physical Therapists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Occupational Therapists
Healthcare Social Workers	<ul style="list-style-type: none"> • Substance Abuse and Behavioral Disorder Counselors • Child, Family, and School Social Workers • Patient Representatives
Pharmacists	<ul style="list-style-type: none"> • Medical Scientists, Except Epidemiologists • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Respiratory Therapists • Cardiovascular Technologists and Technicians • Emergency Medical Technicians and Paramedics
Nursing Assistants	<ul style="list-style-type: none"> • N/A
Medical Assistants	<ul style="list-style-type: none"> • Social and Human Service Assistants • Pharmacy Technicians • Physical Therapists Assistants
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Radiologic Technicians • Occupational Therapy Assistants • Physical Therapist Assistants
Dental Assistants	<ul style="list-style-type: none"> • Dental Hygienists • Surgical Technologists • Veterinary Technologists and Technicians
Requires a High School Diploma or Equivalent or Less	
Medical Secretaries	<ul style="list-style-type: none"> • Medical Records and Health Information Technicians • Bill and Account Collectors • Office Clerks, General
Home Health Aides	<ul style="list-style-type: none"> • Occupational Therapy Aides • Physical Therapist Aides • Childcare Workers
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Medical Records and Health Information Technicians • Customer Service Representatives • Medical Secretaries
Personal Care Aides	<ul style="list-style-type: none"> • Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers • Childcare Workers • Ambulance Drivers and Attendants, Except Emergency Medical Technicians
Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Food Preparation Workers • Dining Room and Cafeteria Attendants and Bartender Helpers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners

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 San Bernardino and Riverside Counties Economic Sub-Market employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending March 27, 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 ³³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Dignity Health	594	461	133	28.9%
Kaiser Permanente	486	269	217	80.7%
Loma Linda University	442	303	139	45.9%
Tenet Healthcare Corporation	331	241	90	37.3%
Riverside Health System	237	0	237	—
HCA - The Healthcare Company	134	123	11	8.9%
Brookdale Senior Living	134	27	107	396.3%
Eisenhower Medical Center	120	213	-93	-43.7%
Desert Regional Medical Center	120	184	-64	-34.8%
Onward Healthcare	119	66	53	80.3%
Riverside Community Hospital	110	26	84	323.1%
American Mobile Healthcare	109	103	6	5.8%
Community Health Systems, Inc.	94	50	44	88.0%
Laboratory Corporation of America	65	49	16	32.7%
Kindred Healthcare	60	23	37	160.9%
Corona Regional Medical Center	60	268	-208	-77.6%
American Medical Response	55	55	0	0.0%
DaVita, Inc.	51	107	-56	-52.3%
VA Medical Center	48	0	48	—
Western Dental	48	18	30	166.7%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 27, 2015.

³³ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Health Care Services Cluster Occupations

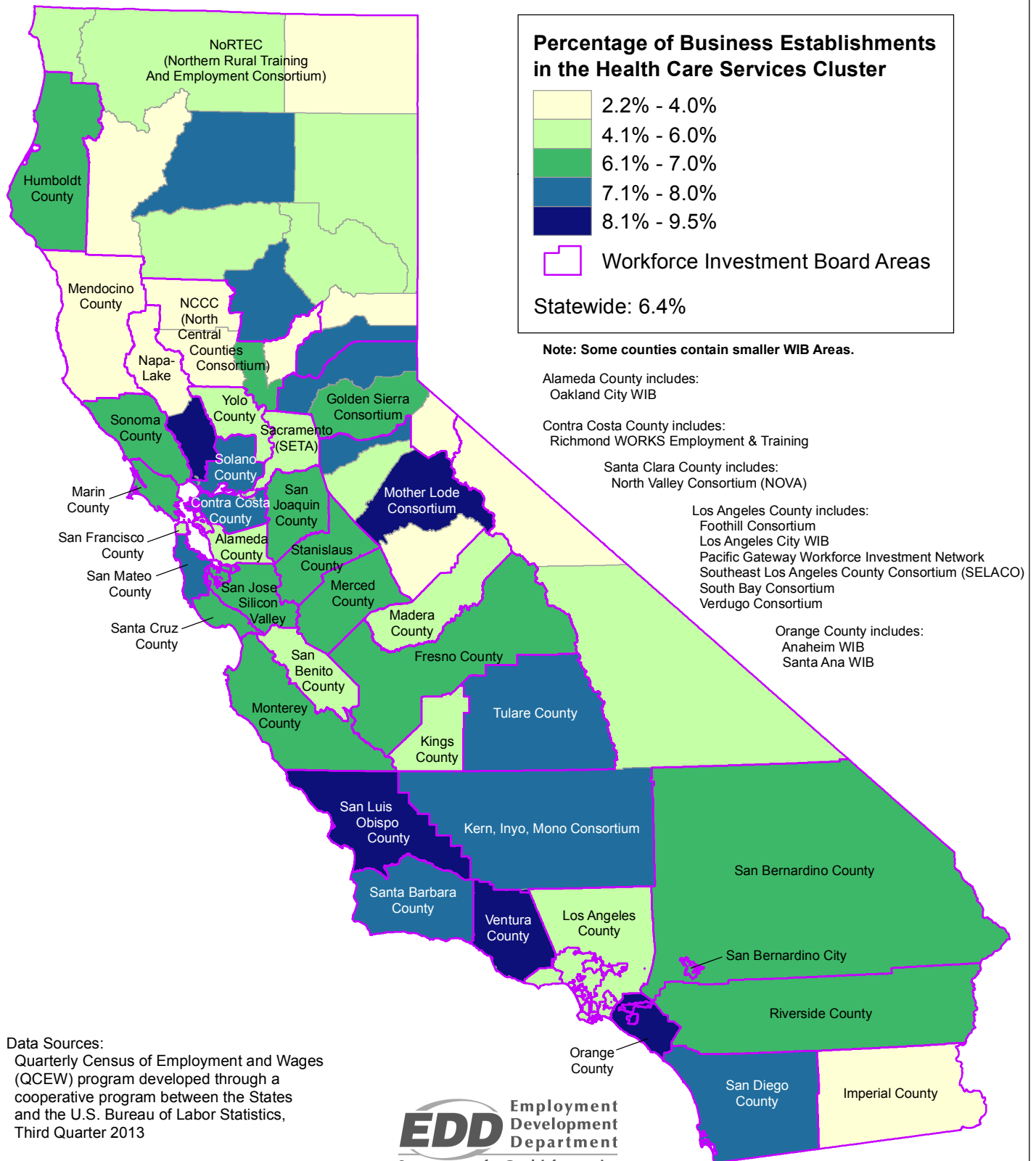
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the 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
	51.3808	Nursing Science	123010	Registered Nursing
	51.3821	Geriatric Nurse/Nursing		
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		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120800	Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	120810	Clinical Medical Assisting
	51.0801	Medical/Clinical Assistant	120820	Administrative Medical Assisting
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 Assistants	51.0601	Dental Assisting/Assistant	124010	Dental Assistant
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0714	Medical Insurance Specialist/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Receptionists and Information Clerks	52.0406	Receptionist	N/A	N/A
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide

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

California Health Care Services Cluster

Percentage of Total County Establishments, 2013



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

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

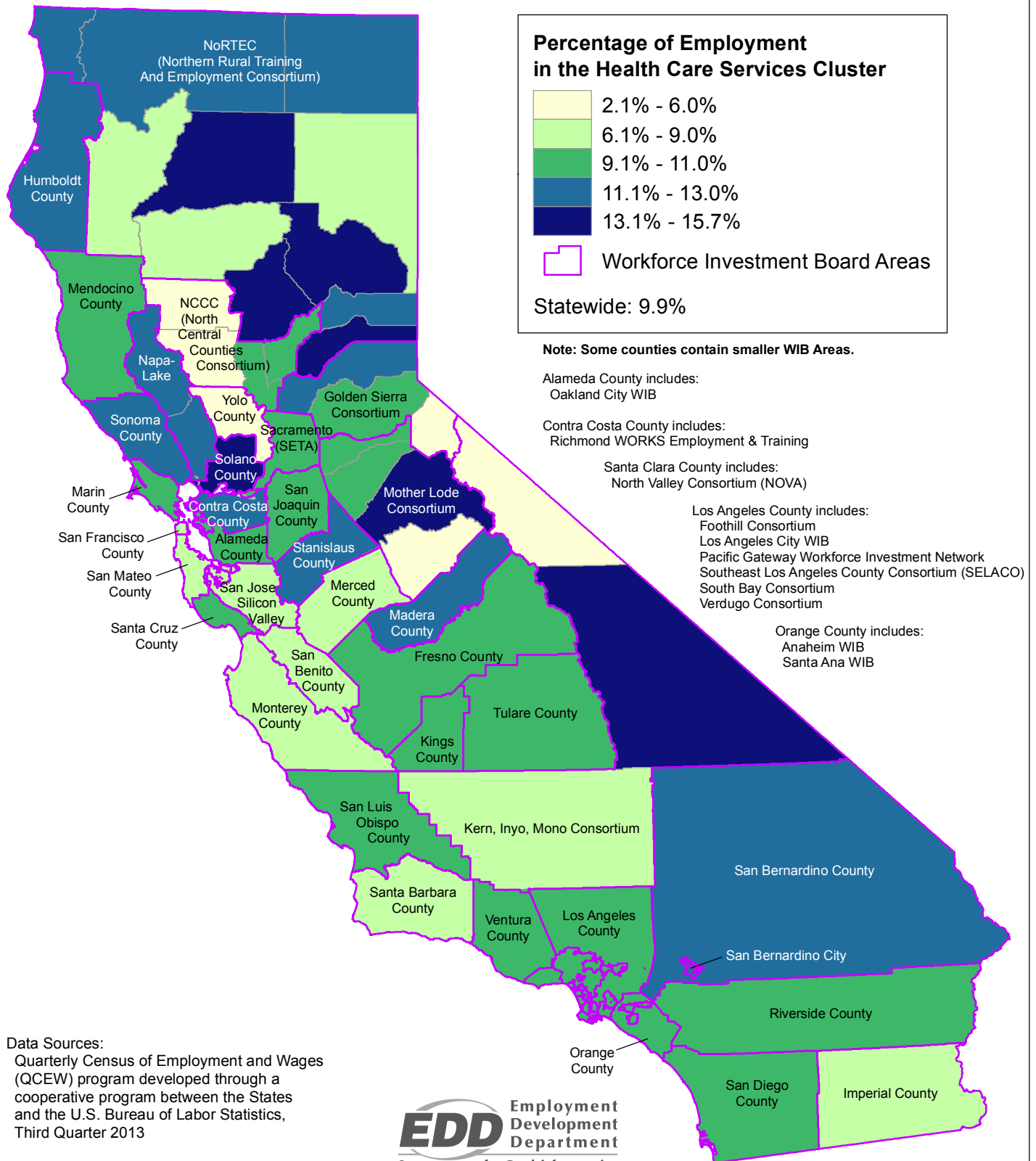
EDD Employment Development Department
State of California

LaborMarketInfo

File T036

California Health Care Services Cluster

Percentage of Total County Employment, 2013



File T036