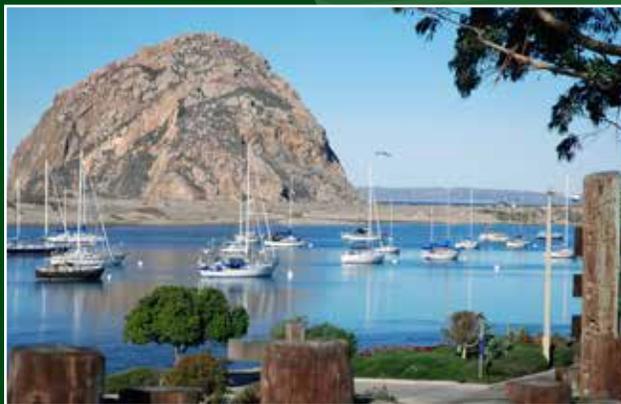




# Regional Economic Analysis Profile

Coastal Economic Sub-Market  
San Luis Obispo and Santa Barbara Counties

March 2015



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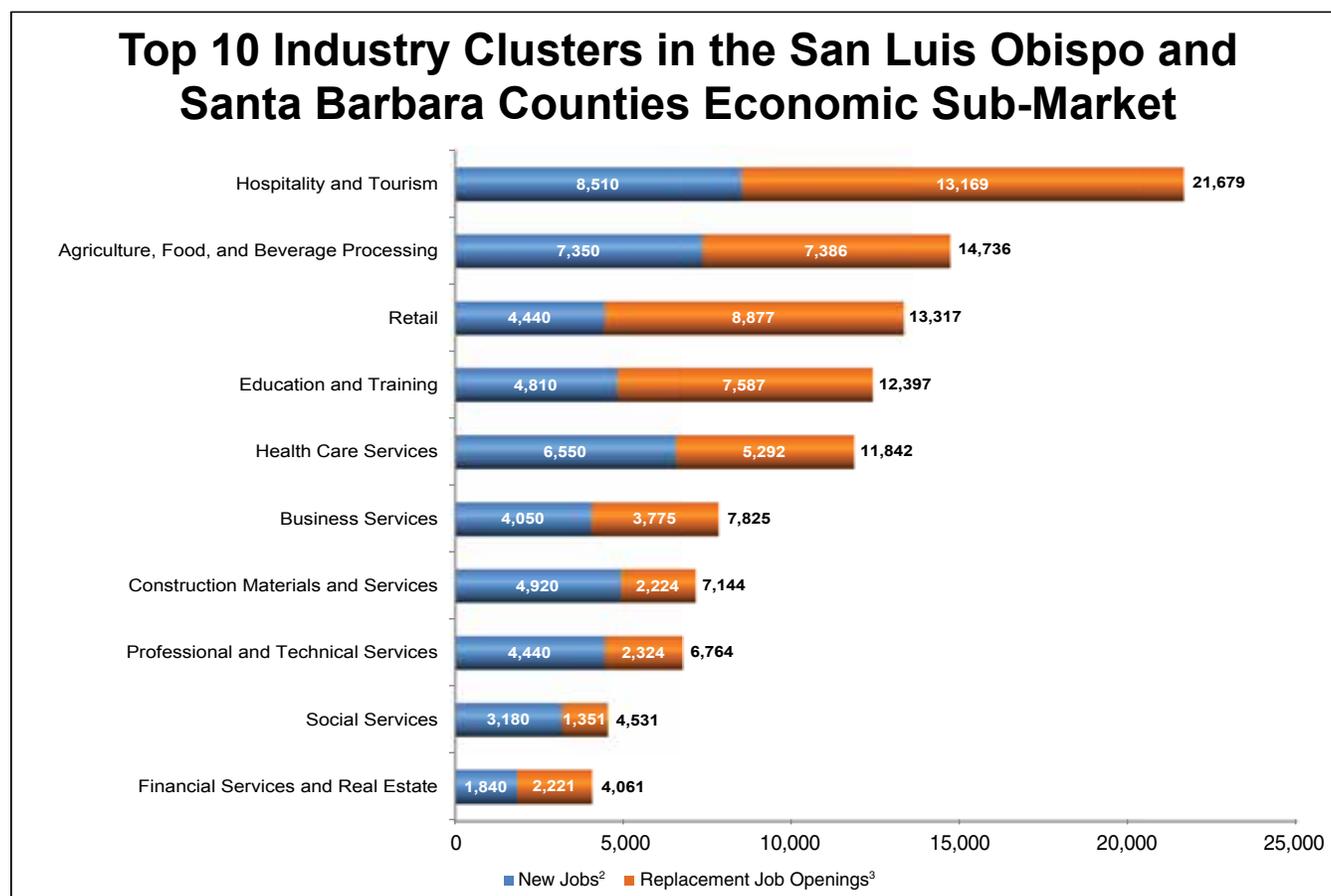
# SUMMARY OF THE SAN LUIS OBISPO AND SANTA BARBARA COUNTIES ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

## 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 openings<sup>1</sup> and help the California workforce development system prepare the state's workforce to compete for these future job opportunities.



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

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

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

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

## INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the San Luis Obispo and Santa Barbara 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 almost 41,000 people or 15 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
- Museums, Historical Sites, and Similar Institutions

The **Agriculture, Food, and Beverage Processing** industry cluster includes establishments primarily engaged in growing crops, raising animals, and manufacturing food and beverages, as well as support activities for crop and animal production. This cluster employed almost 29,000 people during 2013-2014,\* or 10.6 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. This cluster employed almost 30,000 people during 2013-2014,\* or 11.1 percent of the economic sub-market's workforce. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Other General Merchandise Stores
- Building Material and Supplies Dealers
- Department Stores
- Clothing Stores

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 28,000 people in the economic sub-market, accounting for 10.4 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Technical and Trade Schools
- Other Schools and Instruction

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. Industries in this cluster may include both public and private employment. This cluster employed nearly 28,000 people during 2013-2014,\* or 10.3 percent of the economic sub-market's workforce. Top industries within this cluster include:

- Offices of Physicians
- General Medical and Surgical Hospitals
- Home Health Care Services
- Outpatient Care Centers
- Offices of Dentists

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 more than 18,000 people during 2013-2014,\* or 6.7 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

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

## INDUSTRY CLUSTER DESCRIPTIONS

The **Construction Materials and Services** industry cluster is comprised of builders of mechanical systems such as electrical, heating, and water; specialty trades outfits such as drywall, flooring, and painting contractors; residential and commercial builders; and contractors who complete foundation and framing work. During 2013-2014,\* more than 13,000 workers made up the cluster's employment, representing 5 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

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

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,\* almost 12,000 people were employed in the economic sub-market, or 4.4 percent of the workforce. Top industries within this cluster include:

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

The **Social Services** industry cluster is comprised of establishments and agencies (public and private) that provide non-residential services for the welfare of children, adults, the elderly, and disabled. Examples include nonmedical in-home care programs, day care centers, and community food banks. In total, the cluster employed more than 8,000 people and accounted for 3.1 percent of the economic sub-market's workforce in 2013-2014.\* Industries include:

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

The **Financial Services and Real Estate** industry cluster includes commercial banks, savings institutions, credit unions, credit card companies, insurance firms, and real estate appraisers or property management companies. This cluster employed more than 9,000 people during 2013-2014,\* or 3.5 percent of the economic sub-market's workforce. Industries showing the highest projected job openings include:

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

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

# INDUSTRY CLUSTER DEFINITIONS

The following is a list of the North American Industry Classification System (NAICS) codes and corresponding industries that fall under each of the top 10 industry clusters in the San Luis Obispo and Santa Barbara 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

## Agriculture, Food, and Beverage Processing

- 1111 Oilseed and Grain Farming
- 1112 Vegetable and Melon Farming
- 1113 Fruit and Tree Nut Farming
- 1114 Greenhouse, Nursery, and Floriculture Production
- 1119 Other Crop Farming
- 1121 Cattle Ranching and Farming
- 1122 Hog and Pig Farming
- 1123 Poultry and Egg Production
- 1124 Sheep and Goat Farming
- 1125 Aquaculture
- 1129 Other Animal Production
- 1151 Support Activities for Crop Production
- 1152 Support Activities for Animal Production
- 3111 Animal Food Manufacturing
- 3112 Grain and Oilseed Milling
- 3113 Sugar and Confectionery Product Manufacturing
- 3114 Fruit and Vegetable Preserving and Specialty Food Manufacturing
- 3115 Dairy Product Manufacturing
- 3116 Animal Slaughtering and Processing
- 3117 Seafood Product Preparation and Packaging
- 3118 Bakeries and Tortilla Manufacturing
- 3119 Other Food Manufacturing
- 3121 Beverage Manufacturing
- 3122 Tobacco Manufacturing
- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3261 Plastics Product Manufacturing

## 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

## 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

## 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)

# INDUSTRY CLUSTER DEFINITIONS

## Health Care Services (Continued)

- 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

## Business Services

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

## 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

## Professional and Technical Services

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

## Services Social Services

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

## Financial Services and Real Estate

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



# Occupational Analysis: Hospitality and Tourism Cluster

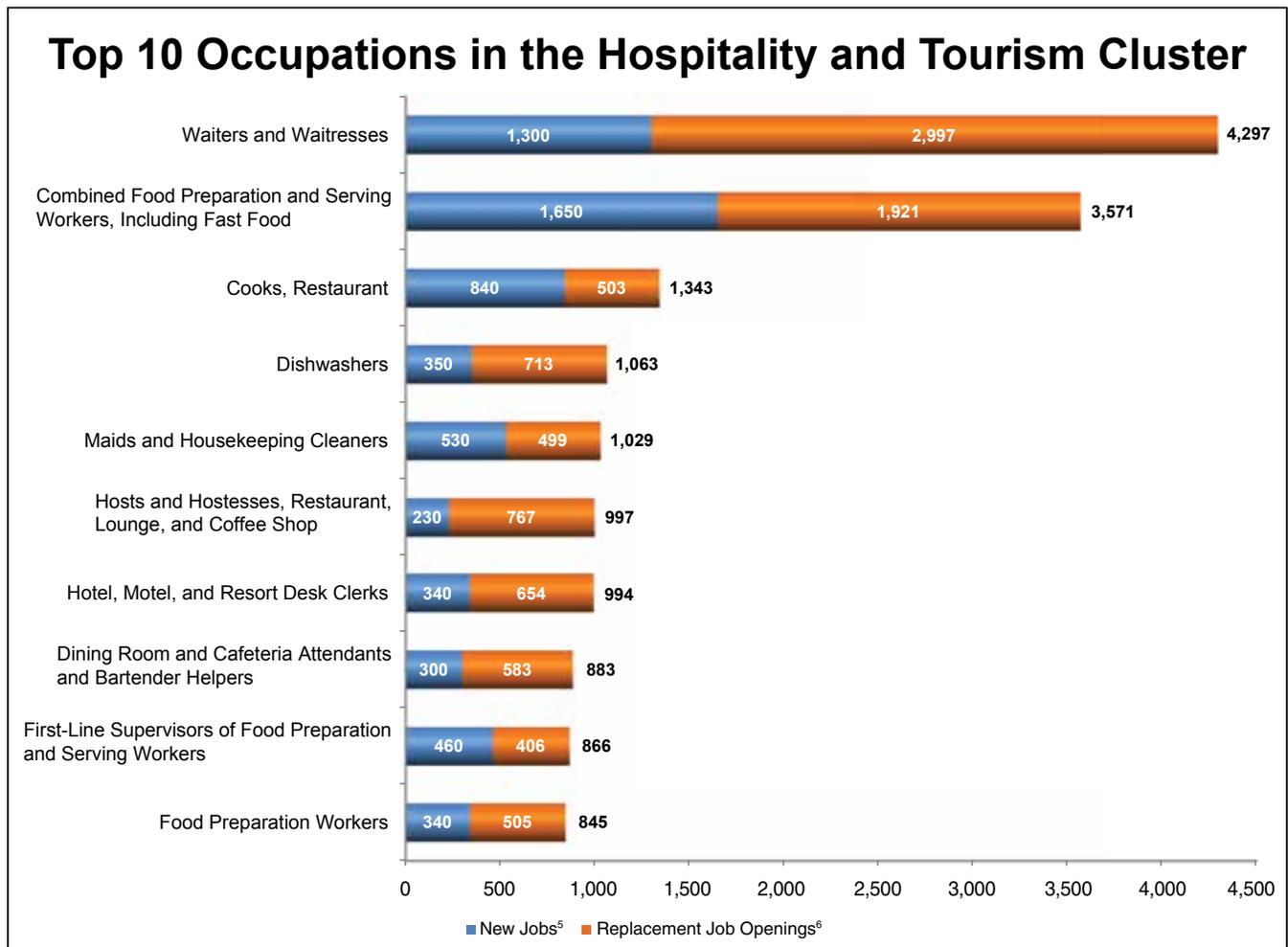
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San Luis Obispo and Santa Barbara Counties  
March 2015

## 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 Luis Obispo and Santa Barbara Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent almost three-quarters of the 21,679 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, critical thinking, reading comprehension, social perceptiveness, and, speaking.<sup>4</sup>



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

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

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

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

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

The table below further profiles the San Luis Obispo and Santa Barbara 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 CalJOBS<sup>SM</sup> ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)), California's online job listing system.

Occupations	Total Job Openings <sup>7</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>8</sup>	HWOL Job Ads <sup>9</sup> (120 days)
Waiters and Waitresses	4,297	\$9.29	\$19,314	Less than high school	359
Combined Food Preparation and Serving Workers, Including Fast Food	3,571	\$9.51	\$19,791	Less than high school	429
Cooks, Restaurant	1,343	\$13.27	\$27,603	Less than high school	381
Dishwashers	1,063	\$9.38	\$19,507	Less than high school	266
Maids and Housekeeping Cleaners	1,029	\$10.10	\$20,998	Less than high school	536
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	997	\$9.50	\$19,762	Less than high school	114
Hotel, Motel, and Resort Desk Clerks	994	\$11.34	\$23,583	High school diploma or equivalent	384
Dining Room and Cafeteria Attendants and Bartender Helpers	883	\$9.27	\$19,282	Less than high school	155
First-Line Supervisors of Food Preparation and Serving Workers	866	\$15.47	\$32,177	High school diploma or equivalent	448
Food Preparation Workers	845	\$9.68	\$20,138	Less than high school	108

Source: California Employment Development Department, *Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending February 24, 2015.*

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

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

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

## Top Occupations for the 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 Luis Obispo and Santa Barbara 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 <sup>10</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	160	\$46.17	\$96,035	133
Coaches and Scouts	107	N/A	\$36,785	58
Accountants and Auditors	38	\$33.98	\$70,678	444
Meeting, Convention, and Event Planners	27	\$25.27	\$52,566	32
Chief Executives	22	\$84.67	\$176,115	31
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Massage Therapists	32	\$9.64	\$20,050	102
First-Line Supervisors of Production and Operating Workers	1	\$27.45	\$57,090	154
Skincare Specialists	1	\$11.33	\$23,563	42
<b>Requires a High School Diploma or Equivalent or Less</b>				
Waiters and Waitresses	4,297	\$9.29	\$19,314	359
Combined Food Preparation and Serving Workers, Including Fast Food	3,571	\$9.51	\$19,791	429
Cooks, Restaurant	1,343	\$13.27	\$27,603	381
Dishwashers	1,063	\$9.38	\$19,507	266
Maids and Housekeeping Cleaners	1,029	\$10.10	\$20,998	536

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending February 24, 2015.

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

## Skill Requirements in the Hospitality and Tourism Cluster

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

Occupations	Skills																										
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instruction	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation Monitoring	Operations Analysis	Persuasion	Programming	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Writing
<b>Requires a Bachelor's Degree or Higher</b>																											
General and Operations Managers	●	●		●	●						●		●							●		●	●				●
Coaches and Scouts		●			●		●	●	●		●		●									●	●		●		
Accountants and Auditors <sup>11</sup>	●	●			●		●					●	●							●			●	●			●
Meeting, Convention, and Event Planners		●		●	●								●	●						●	●	●	●				●
Chief Executives		●	●	●			●		●	●	●		●				●							●	●		
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																											
Massage Therapists	●	●			●		●						●							●	●	●	●				●
First-Line Supervisors of Production and Operating Workers		●		●	●						●		●							●		●	●				●
Skincare Specialists	●	●		●	●		●						●							●	●	●	●				
<b>Requires a High School Diploma or Equivalent or Less</b>																											
Waiters and Waitresses		●		●	●			●					●				●			●	●	●	●				
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●		●		●							●				●	●	●	●				
Cooks, Restaurant	●	●		●	●		●						●						●				●			●	●
Dishwashers	●	●		●	●	●							●				●			●		●	●				
Maids and Housekeeping Cleaners		●		●	●		●						●							●	●	●	●				●

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

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

## Work Activities in the Hospitality and Tourism Cluster

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

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	Developing Objectives and Strategies	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	Performing Administrative Activities	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge		
<b>Requires a Bachelor's Degree or Higher</b>																																		
General and Operations Managers				●	●	●	●										●			●	●						●	●		●				
Coaches and Scouts			●				●	●					●				●				●		●				●	●			●			
Accountants and Auditors <sup>12</sup>	●				●			●	●	●							●				●	●			●							●		
Meeting, Convention, and Event Planners				●	●			●		●		●	●								●		●					●				●		
Chief Executives				●	●			●	●		●						●			●	●					●	●							
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																																		
Massage Therapists		●		●				●		●			●				●				●		●	●									●	
First-Line Supervisors of Production and Operating Workers			●		●	●	●	●			●	●														●	●	●						
Skincare Specialists		●					●	●				●						●			●	●	●						●	●			●	
<b>Requires a High School Diploma or Equivalent or Less</b>																																		
Waiters and Waitresses					●	●	●	●		●	●												●	●			●	●						
Combined Food Preparation and Serving Workers, Including Fast Food			●		●	●	●	●		●	●		●	●									●				●						●	
Cooks, Restaurant					●	●	●	●				●	●				●			●	●		●										●	
Dishwashers			●		●	●	●	●				●	●					●			●	●		●									●	●
Maids and Housekeeping Cleaners					●			●	●			●	●	●							●	●	●										●	

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

<sup>12</sup> Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

## Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Storage and Distribution Managers</li> <li>• Logistics Managers</li> </ul>
Coaches and Scouts	<ul style="list-style-type: none"> <li>• Secondary School Teachers, Except Special and Career/Technical Education</li> <li>• Training and Development Managers</li> <li>• Vocational Education Teachers, Postsecondary</li> </ul>
Accountants and Auditors	<ul style="list-style-type: none"> <li>• Financial Analysts</li> <li>• Personal Financial Advisors</li> <li>• Risk Management Specialists</li> </ul>
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> <li>• Human Resources Specialists</li> <li>• Public Relations Specialists</li> <li>• Marketing Managers</li> </ul>
Chief Executives	<ul style="list-style-type: none"> <li>• Medical and Health Services Managers</li> <li>• Sales Managers</li> <li>• Supply Chain Managers</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Massage Therapists	<ul style="list-style-type: none"> <li>• Skincare Specialists</li> <li>• Hairdressers, Hairstylists, and Cosmetologists</li> <li>• Teacher Assistants</li> </ul>
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> <li>• Non-Destructive Testing Specialists</li> <li>• First-Line Supervisors of Construction Trades and Extraction Workers</li> <li>• First-Line Supervisors of Mechanics, Installers, and Repairers</li> </ul>
Skincare Specialists	<ul style="list-style-type: none"> <li>• Hairdressers, Hairstylists, and Cosmetologists</li> <li>• Dental Assistants</li> <li>• Medical Assistants</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Waiters and Waitresses	<ul style="list-style-type: none"> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> <li>• Cooks, Fast Food</li> <li>• Food Preparation Workers</li> </ul>
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> <li>• Cooks, Fast Food</li> <li>• Cashiers</li> <li>• Food Servers, Nonrestaurant</li> </ul>
Cooks, Restaurant	<ul style="list-style-type: none"> <li>• Cooks, Institution and Cafeteria</li> <li>• Food Preparation Workers</li> <li>• Cooks, Fast Food</li> </ul>
Dishwashers	<ul style="list-style-type: none"> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> <li>• Helpers-Production Workers</li> <li>• Food Preparation Workers</li> </ul>
Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> <li>• Food Preparation Workers</li> <li>• Laundry and Dry-Cleaning Workers</li> </ul>

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

## Employer Demand for the Hospitality and Tourism Cluster

The following table lists the San Luis Obispo and Santa Barbara Counties Economic Sub-Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending February 24, 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 <sup>13</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Hilton Hotels & Resorts	94	29	65	2.2%
Cal Poly Corporation	65	76	-11	-0.1%
Taco Bell	65	3	62	20.7%
Bacara Resort and Spa	57	9	48	5.3%
G6 Hospitality LLC	39	2	37	18.5%
Pacifica Hotel Company	27	1	26	26.0%
Med Travelers	23	20	3	0.2%
Chipotle	23	20	3	0.2%
Wyndham Hotel Group	21	0	21	—
Hersha Hospitality	16	2	14	7.0%
Martin Resorts, Inc.	14	20	-6	-0.3%
Hampton Inn	13	0	13	—
Canary Hotel	12	13	-1	-0.1%
Marriott	12	15	-3	-0.2%
McDonald's Corporation	10	2	8	4.0%
Sodexo Inc.	9	21	-12	-0.6%
Enterprise Holdings	8	2	6	3.0%
Chili's	6	4	2	0.5%
Devereux	6	0	6	—
Cross Country Travel	6	0	6	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 24, 2015.

<sup>13</sup> Totals do not include employers with anonymous job advertisements.

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

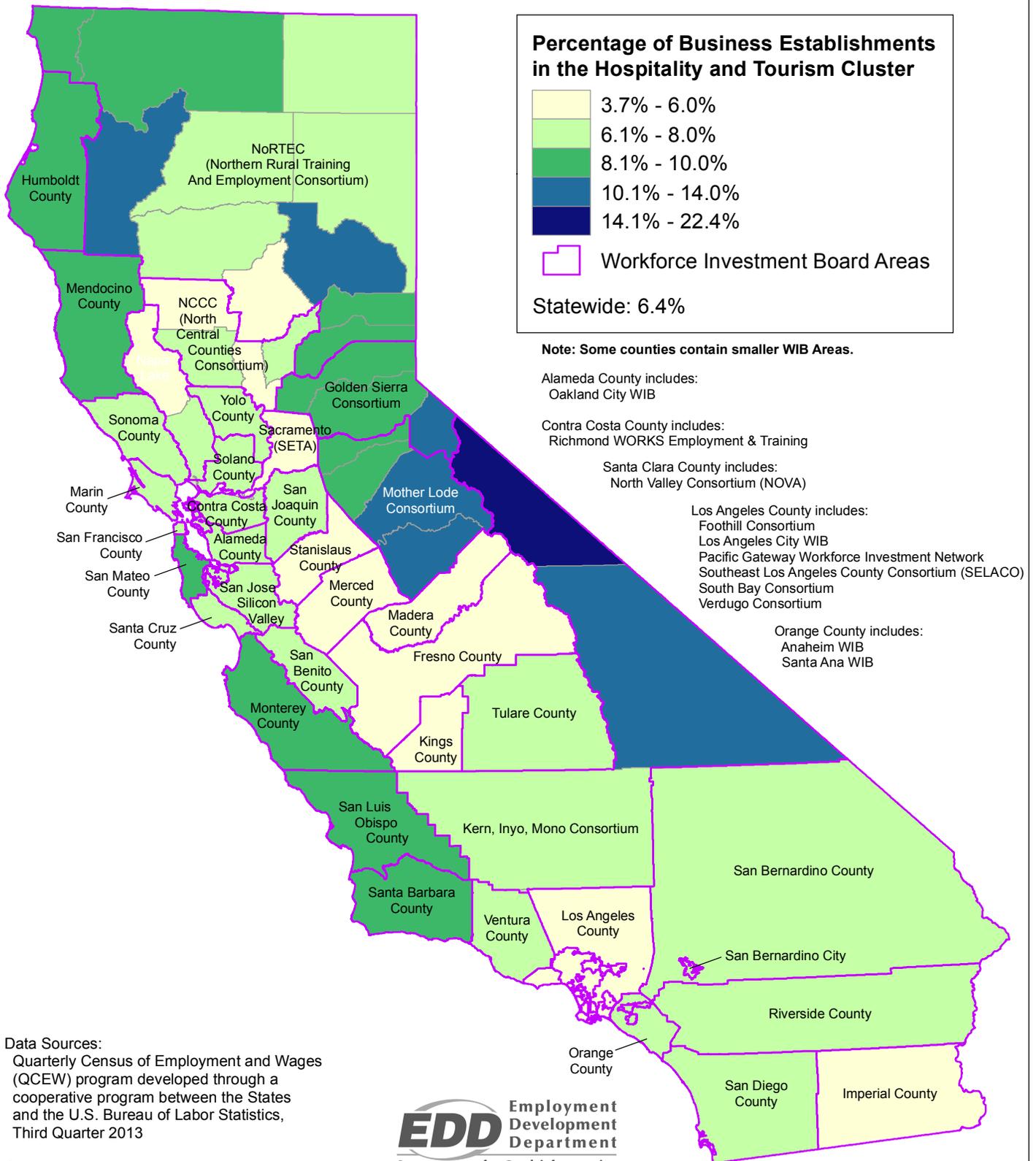
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
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		
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
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		

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

# California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



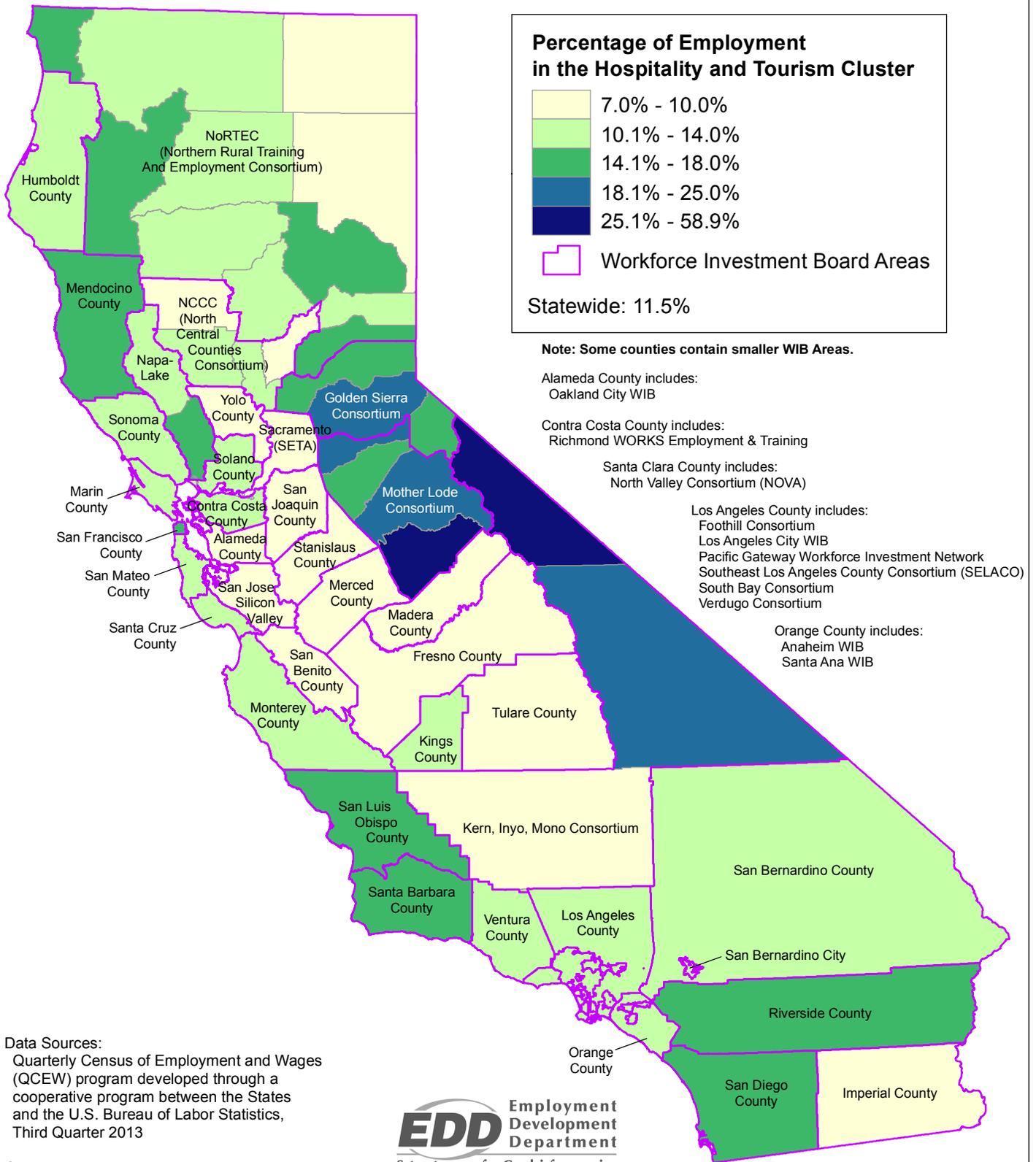
Data Sources:  
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



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





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

Coastal Economic Sub-Market  
San Luis Obispo and Santa Barbara Counties

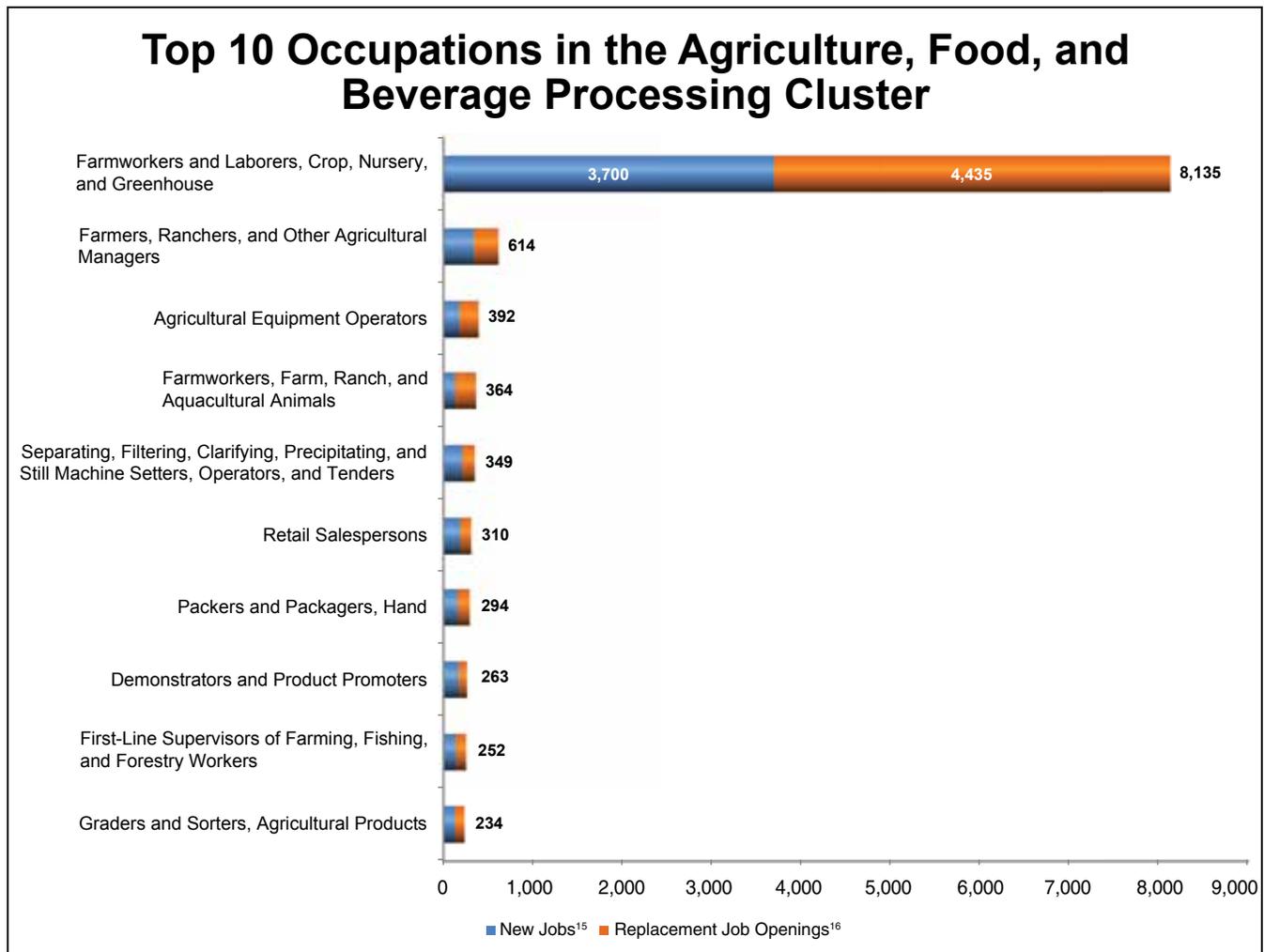
March 2015

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

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

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

The graph below identifies the top 10 occupations in the Agriculture, Food, and Beverage Processing cluster, based on the San Luis Obispo and Santa Barbara Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 14,736 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, critical thinking, monitoring, reading comprehension, and speaking.<sup>14</sup>



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

<sup>14</sup> U.S. Department of Labor's *Occupational Information Network (O\*NET)* at [www.onetonline.org](http://www.onetonline.org).

<sup>15</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

<sup>16</sup> Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

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

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

Occupations	Total Job Openings <sup>17</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>18</sup>	HWOL Job Ads <sup>19</sup> (120 days)
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	8,135	\$9.15	\$19,035	Less than high school	30
Farmers, Ranchers, and Other Agricultural Managers	614	\$37.20	\$77,375	High school diploma or equivalent	22
Agricultural Equipment Operators	392	\$11.96	\$24,858	Less than high school	1
Farmworkers, Farm, Ranch, and Aquacultural Animals	364	\$10.42	\$21,675	Less than high school	59
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	349	\$18.07	\$37,579	High school diploma or equivalent	6
Retail Salespersons	310	\$11.40	\$23,712	Less than high school	1,097
Packers and Packers, Hand	294	\$9.25	\$19,236	Less than high school	14
Demonstrators and Product Promoters	263	\$14.54	\$30,247	High school diploma or equivalent	253
First-Line Supervisors of Farming, Fishing, and Forestry Workers	252	\$15.43	\$32,114	High school diploma or equivalent	15
Graders and Sorters, Agricultural Products	234	N/A	N/A	Less than high school	0

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 February 24, 2015.

<sup>17</sup> Total job openings are the sum of new jobs and replacement job openings.

<sup>18</sup> U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

<sup>19</sup> Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

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

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Agriculture, Food, and Beverage Processing cluster. The table includes the San Luis Obispo and Santa Barbara 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 <sup>20</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	125	\$46.17	\$96,035	133
Accountants and Auditors	66	\$33.98	\$70,678	444
Industrial Production Managers	65	\$46.41	\$96,519	30
Sales Managers	29	\$52.86	\$109,950	127
Market Research Analysts and Marketing Specialists	24	\$29.25	\$60,833	93
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Heavy and Tractor-Trailer Truck Drivers	135	\$20.63	\$42,908	821
First-Line Supervisors of Production and Operating Workers	71	\$27.45	\$57,090	154
Agricultural and Food Science Technicians	38	\$15.99	\$33,257	14
Computer, Automated Teller, and Office Machine Repairers	14	\$18.64	\$38,756	5
Electrical and Electronics Repairers, Commercial and Industrial Equipment	4	\$25.97	\$54,021	2
<b>Requires a High School Diploma or Equivalent or Less</b>				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	8,135	\$9.15	\$19,035	30
Farmers, Ranchers, and Other Agricultural Managers	614	\$37.20	\$77,375	22
Agricultural Equipment Operators	392	\$11.96	\$24,858	1
Farmworkers, Farm, Ranch, and Aquacultural Animals	364	\$10.42	\$21,675	59
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	349	\$18.07	\$37,579	6

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending February 24, 2015.

<sup>20</sup> Total job openings are the sum of new jobs and replacement job openings.

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

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

Occupations	Skills																									
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instruction	Judgment and Decision Making	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Science	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Troubleshooting	Writing
<b>Requires a Bachelor's Degree or Higher</b>																										
General and Operations Managers	●	●	●	●				●		●						●				●	●					●
Accountants and Auditors <sup>21</sup>	●	●		●			●		●	●						●					●	●				●
Industrial Production Managers	●	●	●	●			●	●		●						●					●			●		
Sales Managers				●	●		●	●		●					●					●	●			●		●
Market Research Analysts and Marketing Specialists	●	●		●			●			●						●					●	●	●			●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																										
Heavy and Tractor-Trailer Truck Drivers		●	●	●	●						●	●	●			●					●			●		
First-Line Supervisors of Production and Operating Workers		●		●	●			●		●						●				●	●			●		●
Agricultural and Food Science Technicians <sup>22</sup>	●	●	●		●					●	●					●		●		●						●
Computer, Automated Teller, and Office Machine Repairers	●	●			●						●		●	●		●	●				●					●
Electrical and Electronics Repairers, Commercial and Industrial Equipment		●	●		●	●							●	●		●	●	●								●
<b>Requires a High School Diploma or Equivalent or Less</b>																										
Farmworkers and Laborers, Crop, Nursery, and Greenhouse <sup>23</sup>		●		●	●	●	●		●		●		●	●			●									
Farmers, Ranchers, and Other Agricultural Managers <sup>24</sup>				●	●		●		●	●	●				●	●					●			●		
Agricultural Equipment Operators		●		●	●	●							●	●		●	●				●				●	
Farmworkers, Farm, Ranch, and Aquacultural Animals		●		●	●		●			●		●	●		●	●										●
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders		●		●	●	●				●		●	●		●	●										●

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

<sup>21</sup> Skills represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>22</sup> Skills represent Agricultural Technicians, a specialty occupation of Agricultural and Food Science Technicians.

<sup>23</sup> Skills represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

<sup>24</sup> Skills represent Farm and Ranch Managers, a specialty occupation of Farmers, Ranchers, and Other Agricultural Managers.

## Work Activities in the Agriculture, Food, and Beverage Processing Cluster

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

Occupations	Work Activities																																				
	Analyzing Data or Information	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	Developing Objectives and Strategies	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	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing 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				
<b>Requires a Bachelor's Degree or Higher</b>																																					
General and Operations Managers			●	●		●		●									●		●		●							●	●		●						
Accountants and Auditors <sup>25</sup>	●			●				●	●	●							●			●	●		●													●	
Industrial Production Managers			●	●		●		●				●					●	●		●								●	●								
Sales Managers		●	●	●		●		●				●					●				●							●	●								
Market Research Analysts and Marketing Specialists	●		●	●				●		●			●				●				●																●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																																					
Heavy and Tractor-Trailer Truck Drivers				●				●		●		●	●	●		●				●	●		●														
First-Line Supervisors of Production and Operating Workers		●		●	●	●		●				●	●											●				●	●								
Agricultural and Food Science Technicians <sup>26</sup>										●		●	●				●	●			●		●	●										●		●	
Computer, Automated Teller, and Office Machine Repairers				●				●					●			●	●				●						●	●							●		●
Electrical and Electronics Repairers, Commercial and Industrial Equipment				●				●	●			●					●	●				●					●	●									●
<b>Requires a High School Diploma or Equivalent or Less</b>																																					
Farmworkers and Laborers, Crop, Nursery, and Greenhouse <sup>27</sup>				●				●			●	●	●	●						●			●												●	●	
Farmers, Ranchers, and Other Agricultural Managers <sup>28</sup>							●				●		●				●		●	●	●		●											●		●	
Agricultural Equipment Operators				●							●		●	●			●	●		●	●		●				●										
Farmworkers, Farm, Ranch, and Aquacultural Animals				●	●							●	●	●			●	●		●			●				●										
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders				●				●				●	●	●			●	●			●		●														●

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

<sup>25</sup> Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>26</sup> Work Activities represent Agricultural Technicians, a specialty occupation of Agricultural and Food Science Technicians.

<sup>27</sup> Work Activities represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

<sup>28</sup> Work Activities represent Farm and Ranch Managers, a specialty occupation of Farmers, Ranchers, and Other Agricultural Managers.

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

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

Agriculture, Food, and Beverage Processing Occupations	Related Occupations
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
Accountants and Auditors	<ul style="list-style-type: none"> <li>• Financial Analysts</li> <li>• Auditors</li> <li>• Personal Financial Advisors</li> </ul>
Industrial Production Managers	<ul style="list-style-type: none"> <li>• General and Operations Managers</li> <li>• First-Line Supervisors of Production and Operating Workers</li> <li>• Logistics Managers</li> </ul>
Sales Managers	<ul style="list-style-type: none"> <li>• Financial Managers, Branch or Department</li> <li>• Marketing Managers</li> <li>• Transportation Managers</li> </ul>
Market Research Analysts and Marketing Specialists	<ul style="list-style-type: none"> <li>• Risk Management Specialists</li> <li>• Management Analysts</li> <li>• Financial Analysts</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> <li>• Pile-Driver Operators</li> <li>• Light Truck or Delivery Services Drivers</li> <li>• Service Unit Operators, Oil, Gas, and Mining</li> </ul>
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> <li>• Non-Destructive Testing Specialists</li> <li>• First-Line Supervisors of Construction Trades and Extraction Workers</li> <li>• First-Line Supervisors of Mechanics, Installers, and Repairers</li> </ul>
Agricultural and Food Science Technicians	<ul style="list-style-type: none"> <li>• Precision Agriculture Technicians</li> <li>• Agricultural Inspectors</li> <li>• Chemical Technicians</li> </ul>
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> <li>• Computer User Support Specialists</li> <li>• Electrical Engineering Technicians</li> <li>• Audio and Video Equipment Technicians</li> </ul>
Electrical and Electronics Repairers, Commercial and Industrial Equipment	<ul style="list-style-type: none"> <li>• Robotics Technicians</li> <li>• Manufacturing Production Technicians</li> <li>• Industrial Machinery Mechanics</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	<ul style="list-style-type: none"> <li>• Nursery Workers</li> <li>• Landscaping and Groundskeeping Workers</li> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> </ul>
Farmers, Ranchers, and Other Agricultural Managers	<ul style="list-style-type: none"> <li>• Nursery and Greenhouse Managers</li> <li>• Farm and Ranch Managers</li> <li>• Aquacultural Managers</li> </ul>
Agricultural Equipment Operators	<ul style="list-style-type: none"> <li>• Pile-Driver Operators</li> <li>• Helpers--Carpenters</li> <li>• Riggers</li> </ul>
Farmworkers, Farm, Ranch, and Aquacultural Animals	<ul style="list-style-type: none"> <li>• Landscaping and Groundskeeping Workers</li> <li>• Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters</li> <li>• Septic Tank Servicers and Sewer Pipe Cleaners</li> </ul>
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	<ul style="list-style-type: none"> <li>• Chemical Plant and System Operators</li> <li>• Chemical Equipment Operators and Tenders</li> <li>• Mixing and Blending Machine Setters, Operators, and Tenders</li> </ul>

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

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

The following table lists the San Luis Obispo and Santa Barbara Counties Economic Sub-Market employers in the Agriculture, Food, and Beverage Processing cluster who posted the most job advertisements during the 120-day period ending February 24, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Agriculture, Food, and Beverage Processing Cluster Employers	Recent Job Advertisements <sup>29</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Labatt	18	0	18	—
Justin Vineyards & Winery	7	7	0	0.0%
E. & J. Gallo Winery	6	24	-18	-0.8%
Terravant Wine Company	5	3	2	0.7%
Apio Inc.	5	7	-2	-0.3%
Betteravia Farms	4	2	2	1.0%
Reiter Affiliated Companies	4	3	1	0.3%
Talley Vineyards	4	0	4	—
The Spice Hunter, Inc	4	4	0	0.0%
Bimbo Bakeries	3	4	-1	-0.3%
Hollandia Produce, Llc	3	3	0	0.0%
Sanford Winery	3	1	2	2.0%
Tillamook County Creamery Association	2	0	2	—
Dr Pepper Snapple Group	2	2	0	0.0%
Le Cuvier Winery	2	0	2	—
Return To Freedom	2	0	2	—
Speedling Inc	2	3	-1	-0.3%
Bristol Farms	2	0	2	—
Rancho Harvest INC.	2	0	2	—
Grimmway Farms	1	0	1	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 24, 2015.

<sup>29</sup> Totals do not include employers with anonymous job advertisements.

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

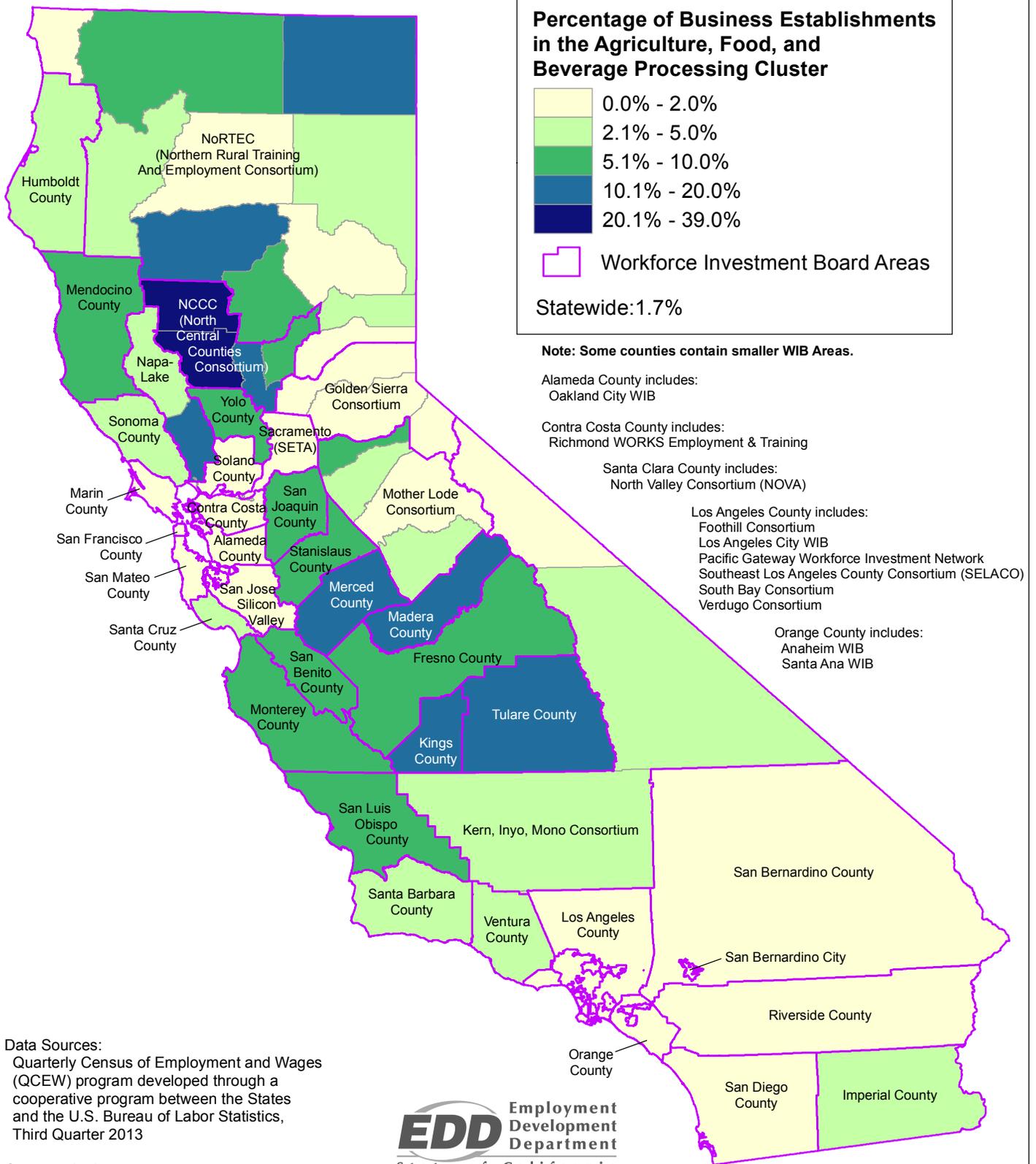
The table below provides examples of instructional programs related to some of the top occupations in the Agriculture, Food, and Beverage Processing cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Heavy and Tractor- Trailer Truck Drivers	49.0205	Truck and Bus Driver/ Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Agricultural and Food Science Technicians	01.1002	Food Technology and Processing	011300	Food Processing and Related Technologies
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Electrical and Electronics Repairers, Commercial and Industrial Equipment	47.0104 47.0105	Computer Installation and Repair Technology/Technician Industrial Electronics Technology/Technician	093410 093420	Computer Electronics Industrial Electronics
Farmers, Ranchers, and Other Agricultural Managers	N/A	N/A	010200 010230 010300	Animal Science Dairy Science Plant Science
Agricultural Equipment Operators	01.0204	Agricultural Power Machinery Operation	N/A	N/A

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

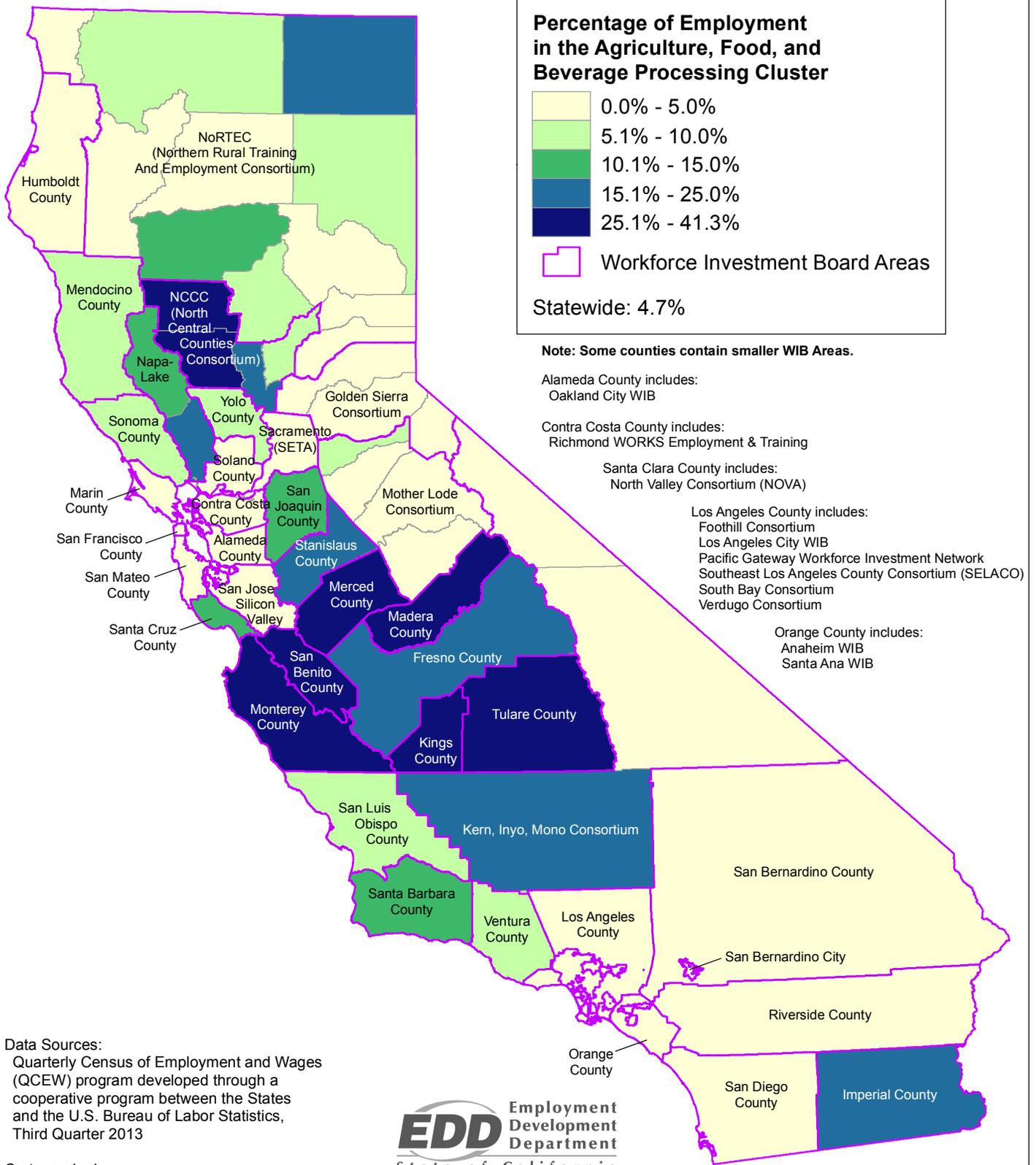
# California Agriculture, Food, and Beverage Processing Cluster

## Percentage of Total County Establishments, 2013



# California Agriculture, Food, and Beverage Processing Cluster

## Percentage of Total County Employment, 2013



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

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**



# Occupational Analysis: Retail Cluster

Coastal Economic Sub-Market  
San Luis Obispo and Santa Barbara 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 Luis Obispo and Santa Barbara Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 13,317 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, critical thinking, monitoring, reading comprehension, and speaking.<sup>30</sup>



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

<sup>30</sup> U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://www.onetonline.org).

<sup>31</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

<sup>32</sup> Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

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

The table below further profiles the San Luis Obispo and Santa Barbara 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 recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBS<sup>SM</sup> ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)), California's online job listing system.

Occupations	Total Job Openings <sup>33</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>34</sup>	HWOL Job Ads <sup>35</sup> (120 days)
Retail Salespersons	3,900	\$11.40	\$23,712	Less than high school	1,097
Cashiers	2,875	\$10.60	\$22,033	Less than high school	310
First-Line Supervisors of Retail Sales Workers	1,017	\$20.34	\$42,294	High school diploma or equivalent	677
Stock Clerks and Order Fillers	961	\$10.87	\$22,620	Less than high school	276
Combined Food Preparation and Serving Workers, Including Fast Food	378	\$9.51	\$19,791	Less than high school	429
Packers and Packagers, Hand	342	\$9.25	\$19,236	Less than high school	14
Laborers and Freight, Stock, and Material Movers, Hand	269	\$11.03	\$22,933	Less than high school	204
Automotive Service Technicians and Mechanics	249	\$23.46	\$48,813	High school diploma or equivalent	174
Butchers and Meat Cutters	201	\$12.60	\$26,220	Less than high school	5
Counter and Rental Clerks	164	\$11.86	\$24,666	Less than high school	75

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 February 24, 2015.*

<sup>33</sup> Total job openings are the sum of new jobs and replacement job openings.

<sup>34</sup> U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

<sup>35</sup> Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

## Top Occupations for the 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 Luis Obispo and Santa Barbara 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 <sup>36</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	133	\$46.17	\$96,035	133
Sales Managers	82	\$52.86	\$109,950	127
Pharmacists	80	\$67.49	\$140,394	49
Chief Executives	24	\$84.67	\$176,115	31
Loan Officers	19	\$33.50	\$69,673	136
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Heavy and Tractor-Trailer Truck Drivers	48	\$20.63	\$42,908	821
First-Line Supervisors of Production and Operating Workers	20	\$27.45	\$57,090	154
Web Developers	10	\$23.22	\$48,302	261
Electronic Equipment Installers and Repairers, Motor Vehicles	10	N/A	N/A	0
Computer, Automated Teller, and Office Machine Repairers	8	\$18.64	\$38,756	5
<b>Requires a High School Diploma or Equivalent or Less</b>				
Retail Salespersons	3,900	\$11.40	\$23,712	1,097
Cashiers	2,875	\$10.60	\$22,033	310
First-Line Supervisors of Retail Sales Workers	1,017	\$20.34	\$42,294	677
Stock Clerks and Order Fillers	961	\$10.87	\$22,620	276
Combined Food Preparation and Serving Workers, Including Fast Food	378	\$9.51	\$19,791	429

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 February 24, 2015.

<sup>36</sup> Total job openings are the sum of new jobs and replacement job openings.

## Skill Requirements in the Retail Cluster

The table below lists the 10 top skills required for top occupations in the Retail cluster, categorized by entry-level education requirements. Critical thinking, active listening, monitoring and speaking are the most commonly shared skills, followed by 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	Installation	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Operations Analysis	Persuasion	Programming	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Troubleshooting
<b>Requires a Bachelor's Degree or Higher</b>																														
General and Operations Managers	●	●		●	●						●		●								●				●	●				●
Sales Managers				●	●			●			●		●						●						●	●			●	●
Pharmacists	●	●			●		●						●								●	●		●	●					●
Chief Executives		●	●	●				●		●	●		●						●								●	●		
Loan Officers	●	●	●		●			●				●									●			●	●					●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																														
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●								●		●	●				●					●			●	
First-Line Supervisors of Production and Operating Workers		●			●	●					●		●								●				●	●			●	●
Web Developers	●	●	●		●			●					●					●		●	●									●
Electronic Equipment Installers and Repairers, Motor Vehicles		●			●	●	●						●			●					●	●				●			●	
Computer, Automated Teller, and Office Machine Repairers	●	●			●								●		●	●					●	●				●			●	
<b>Requires a High School Diploma or Equivalent or Less</b>																														
Retail Salespersons		●			●									●	●				●	●				●	●	●				●
Cashiers		●		●	●									●							●			●	●	●			●	●
First-Line Supervisors of Retail Sales Workers					●			●			●		●	●					●	●					●	●			●	
Stock Clerks and Order Fillers <sup>37</sup>	●	●	●	●									●	●						●			●	●				●		
Combined Food Preparation and Serving Workers, Including Fast Food	●		●	●			●		●										●	●				●	●	●				

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

<sup>37</sup> Skills represent Stock Clerks-Stockroom, Warehouse, or Storage Yard, 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.

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	Developing Objectives and Strategies	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work	Performing 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		
<b>Requires a Bachelor's Degree or Higher</b>																																			
General and Operations Managers				●	●	●	●	●									●	●										●	●	●					
Sales Managers			●	●	●	●	●	●			●						●				●							●	●	●					
Pharmacists	●	●							●	●				●			●				●	●		●										●	
Chief Executives				●	●			●	●		●						●				●				●			●							
Loan Officers				●					●	●							●				●	●		●	●		●							●	
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																																			
Heavy and Tractor-Trailer Truck Drivers						●			●	●		●	●	●		●				●	●	●													
First-Line Supervisors of Production and Operating Workers			●		●	●	●		●			●	●												●			●	●						
Web Developers					●						●			●		●						●		●	●						●			●	
Electronic Equipment Installers and Repairers, Motor Vehicles					●				●	●		●					●				●	●		●		●						●		●	
Computer, Automated Teller, and Office Machine Repairers					●				●				●	●		●					●	●		●		●	●				●			●	
<b>Requires a High School Diploma or Equivalent or Less</b>																																			
Retail Salespersons				●	●				●				●				●				●	●							●	●			●		
Cashiers				●	●				●	●			●				●				●	●					●	●							
First-Line Supervisors of Retail Sales Workers			●		●				●	●			●				●				●	●					●	●							
Stock Clerks and Order Fillers <sup>38</sup>					●	●			●	●		●	●								●	●	●	●											
Combined Food Preparation and Serving Workers, Including Fast Food			●		●		●		●	●		●	●								●						●								●

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

<sup>38</sup> Work Activities represent Stock Clerks-Stockroom, Warehouse, or Storage Yard, a specialty occupation of Stock Clerks and Order Fillers.

## Related Occupations for the Retail Cluster

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

Retail Occupations	Related Occupations
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
Sales Managers	<ul style="list-style-type: none"> <li>• Financial Managers, Branch or Department</li> <li>• Marketing Managers</li> <li>• Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</li> </ul>
Pharmacists	<ul style="list-style-type: none"> <li>• Health Specialties Teachers, Postsecondary</li> <li>• Medical Scientists, Except Epidemiologists</li> <li>• Nursing Instructors and Teachers, Postsecondary</li> </ul>
Chief Executives	<ul style="list-style-type: none"> <li>• Medical and Health Services Managers</li> <li>• Sales Managers</li> <li>• Supply Chain Managers</li> </ul>
Loan Officers	<ul style="list-style-type: none"> <li>• Insurance Sales Agents</li> <li>• Personal Financial Advisors</li> <li>• Sales Agents, Financial Services</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> <li>• Light Truck or Delivery Services Drivers</li> <li>• Pile-Driver Operators</li> <li>• Service Unit Operators, Oil, Gas, and Mining</li> </ul>
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> <li>• Non-Destructive Testing Specialists</li> <li>• First-Line Supervisors of Construction Trades and Extraction Workers</li> <li>• First-Line Supervisors of Mechanics, Installers, and Repairers</li> </ul>
Web Developers	<ul style="list-style-type: none"> <li>• Computer Systems Analysts</li> <li>• Software Developers, Systems Software</li> <li>• Web Administrators</li> </ul>
Electronic Equipment Installers and Repairers, Motor Vehicles	<ul style="list-style-type: none"> <li>• Automotive Master Mechanics</li> <li>• Automotive Specialty Technicians</li> <li>• Motorcycle Mechanics</li> </ul>
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> <li>• Computer User Support Specialists</li> <li>• Electrical Engineering Technicians</li> <li>• Home Appliance Repairers</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Retail Salespersons	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Retail Sales Workers</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Tellers</li> </ul>
Cashiers	<ul style="list-style-type: none"> <li>• Combined Food Preparation and Serving Workers, Including Fast Food</li> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> <li>• Waiters and Waitresses</li> </ul>
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> <li>• Dispatchers, Except Police, Fire, and Ambulance</li> <li>• First-Line Supervisors of Food Preparation and Serving Workers</li> <li>• Wholesale and Retail Buyers, Except Farm Products</li> </ul>
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> <li>• Food Servers, Nonrestaurant</li> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> <li>• Stock Clerks, Sales Floor</li> </ul>
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> <li>• Cooks, Fast Food</li> <li>• Food Preparation Workers</li> <li>• Counter Attendants, Cafeteria, Food Concession, and Coffee Shop</li> </ul>

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

## Employer Demand for the Retail Cluster

The following table lists the San Luis Obispo and Santa Barbara Counties Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending February 24, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Retail Cluster Employers	Recent Job Advertisements <sup>39</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Macy's	191	66	125	1.9%
Safeway Companies	100	1	99	99.0%
Sears Holdings Corporation	83	115	-32	-0.3%
Nordstrom	53	47	6	0.1%
Home Depot	43	25	18	0.7%
Goodwill Industries	26	8	18	2.3%
Whole Foods	25	16	9	0.6%
Ross Stores	23	0	23	—
Shopatron	22	29	-7	-0.2%
Target Corporation	20	7	13	1.9%
Staples	19	38	-19	-0.5%
Dollar Tree Stores, Inc.	17	7	10	1.4%
Dick's Sporting Goods, Inc.	16	14	2	0.1%
The Fresh Market	15	27	-12	-0.4%
Army and Air force Exchange Service	14	2	12	6.0%
99 Cents Only Stores	12	3	9	3.0%
Toys"R"Us	10	17	-7	-0.4%
Toyota San Luis Obispo	9	9	0	0.0%
CVS Caremark	8	45	-37	-0.8%
Office Depot	8	4	4	1.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 24, 2015.

<sup>39</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Retail Cluster Occupations

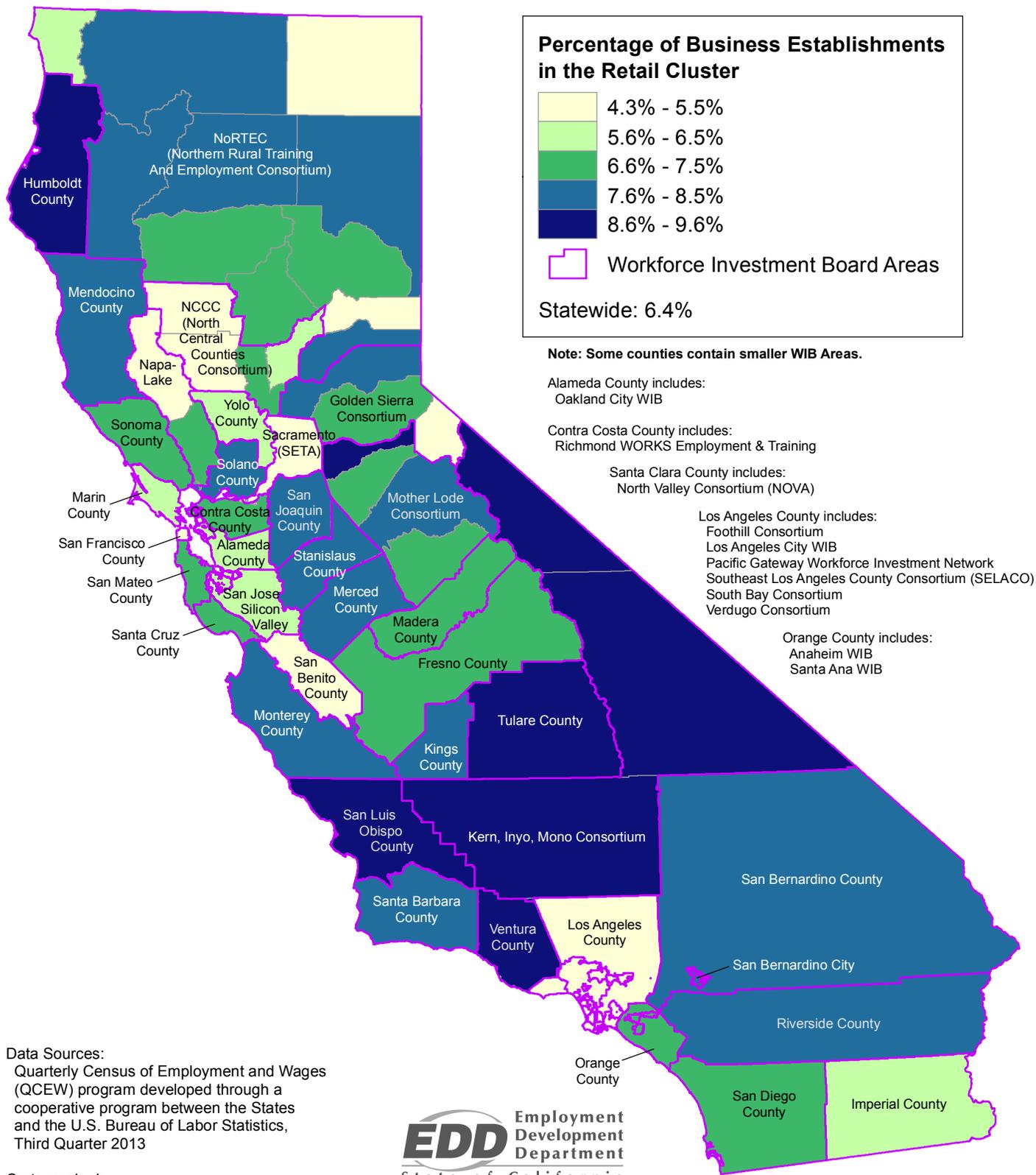
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster.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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Web Developers	11.0201	Computer Programming/Programmer, General	070700	Computer Software Development
	11.0701	Computer Science	070710	Computer Programming
	11.0801	Web Page, Digital/Multimedia and Information Resources Design	070900	World Wide Web Administration
Electronic Equipment Installers and Repairers, Motor Vehicles	47.0604	Automobile/Automotive Mechanics Technology/Technician	094800	Automotive Technology
Computer, Automated Teller, and Office Machine Repairers	47.0102	Business Machine Repair	093410	Computer Electronics
	47.0104	Computer Installation and Repair Technology/Technician		
First-Line Supervisors of Retail Sales Workers	19.0203	Consumer Merchandising/Retailing Management	050650	Retail Store Operations and Management
	52.0208	E-Commerce/Electronic Commerce	050940	Sales and Salesmanship
	52.0212	Retail Management	050960	Display

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

# California Retail Cluster

Percentage of Total County Establishments, 2013



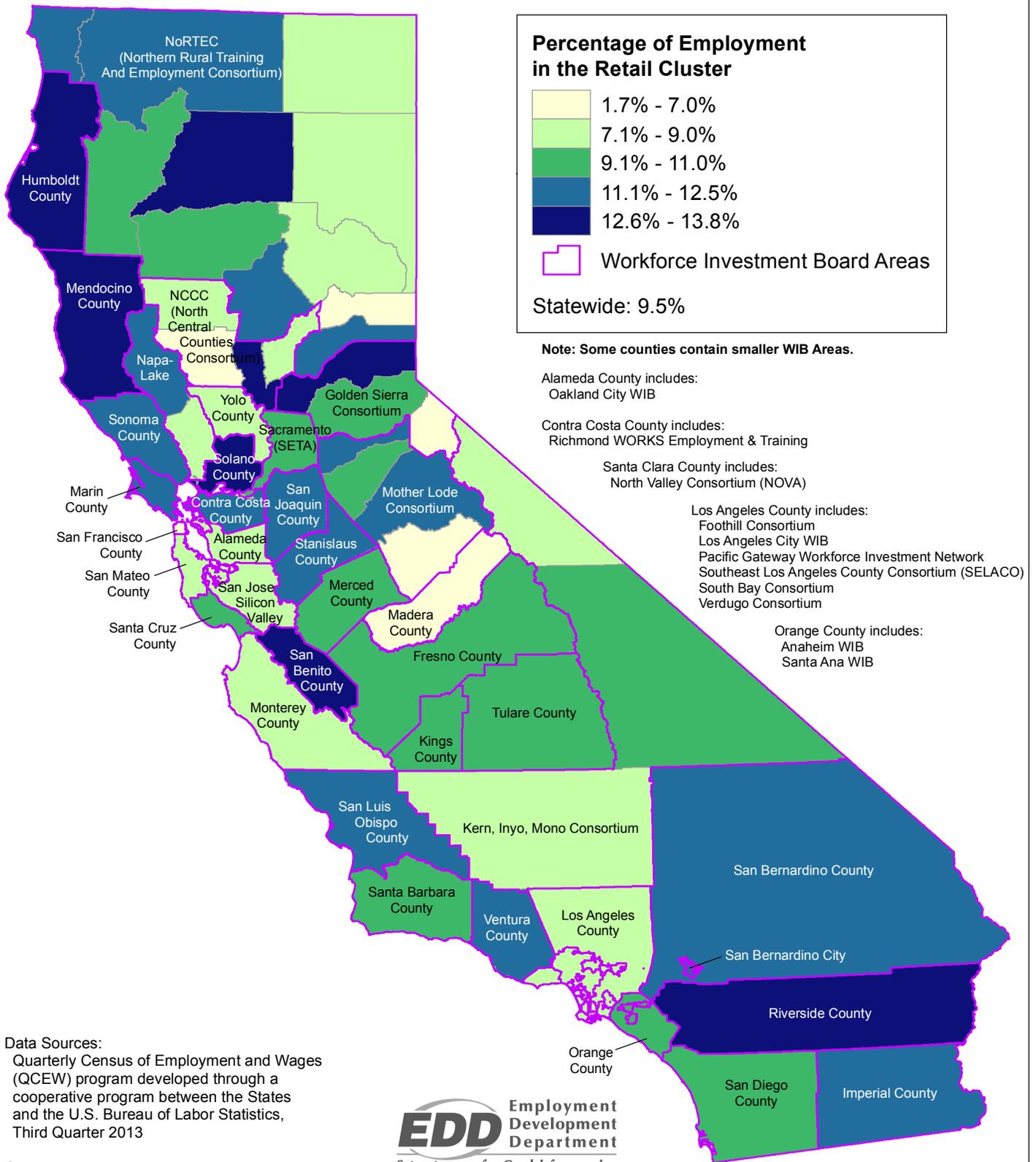
Data Sources:  
 Quarterly Census of Employment and Wages  
 (QCEW) program developed through a  
 cooperative program between the States  
 and the U.S. Bureau of Labor Statistics,  
 Third Quarter 2013

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



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Percentage of Total County Employment, 2013



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**EDD** Employment Development Department  
State of California

**LaborMarketInfo**