



Regional Economic Analysis Profile

Coastal Region

August 2014



Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura Counties



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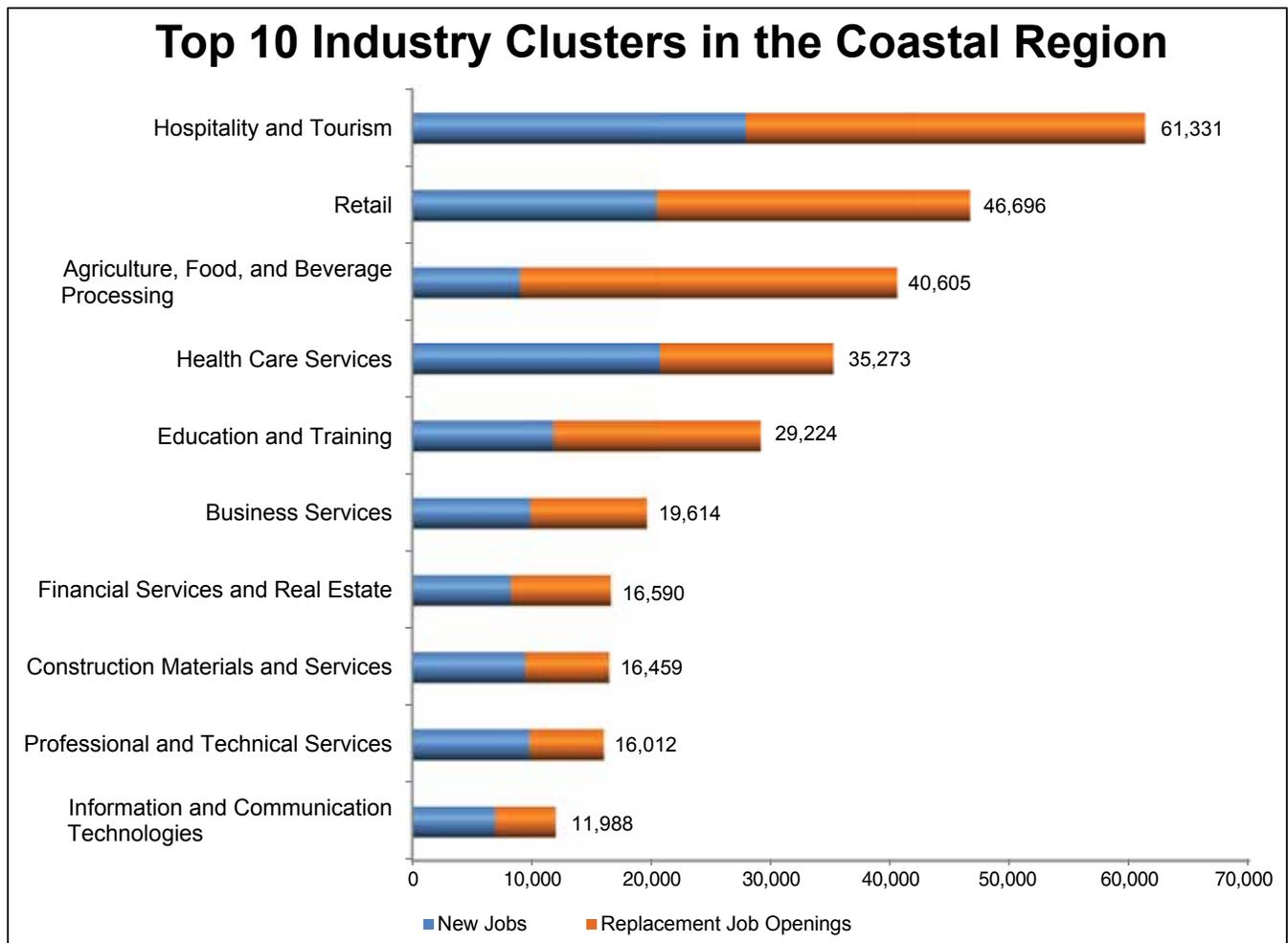
SUMMARY OF THE COASTAL REGION INDUSTRY CLUSTERS

What is an Industry Cluster?

Industry clusters are groups of associated industries in a region 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 regional economic growth and boost the number of employment opportunities for a regional 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 regional industry clusters. This report focuses on the future employment demand of regional 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 future job opportunities and help the California workforce development system prepare the state's workforce to compete for these future employment opportunities.



Source: California Employment Development Department, Projections of Employment 2010-2020. Industry and occupational employment projections for 2010-2020 in this report may not be directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

SUMMARY OF THE COASTAL REGION INDUSTRY CLUSTERS

The table below lists the estimated numbers of new jobs, replacement needs, and total job openings for the top 10 industry clusters in the Coastal Region for the 2010-2020 projections period.

Top 10 Industry Clusters in the Coastal Region	New Jobs ¹	Replacement Needs ²	Total Job Openings ³
Hospitality and Tourism	27,990	33,341	61,331
Retail	20,440	26,256	46,696
Agriculture, Food, and Beverage Processing	9,010	31,595	40,605
Health Care Services	20,810	14,463	35,273
Education and Training	11,820	17,404	29,224
Business Services	9,870	9,744	19,614
Financial Services and Real Estate	8,240	8,350	16,590
Construction Materials and Services	9,430	7,029	16,459
Professional and Technical Services	9,790	6,222	16,012
Information and Communication Technologies	6,950	5,038	11,988

Source: California Employment Development Department, *Projections of Employment 2010-2020*.

¹ 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.

² Replacement needs estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

³ Total job openings are the sum of new jobs and replacement needs.

INDUSTRY CLUSTER DESCRIPTIONS

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2012-2013*, this cluster comprised about 107,000 workers, or 11.2 percent of the region's employment. Industries within this cluster with the most projected job openings include:

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

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2012-2013*, this cluster employed more than 91,000 workers, or about 9.5 percent of the region's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Department Stores
- Clothing Stores
- Health and Personal Care Stores
- Building Material and Supplies Dealers

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 more than 122,000 people during 2012-2013*, or nearly 12.8 percent of the region's workforce. Top industries in this cluster include:

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

The **Health Care Services** industry cluster includes acute care hospitals, outpatient care centers, nursing homes and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed nearly 80,000 people in the region during 2012-2013*, accounting for 8.4 percent of the workforce. Industries in this cluster include both private and public employment. Top industries within this cluster include:

- Offices of Physicians
- General Medical and Surgical Hospitals
- Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- Home Health Care Services
- Offices of Dentists

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 2012-2013*, this cluster employed more than 77,000 people in the region, accounting for 8.1 percent of the workforce. Top industries within this cluster include:

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

The **Business Services** industry cluster is comprised of industries that include temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. This cluster employed almost 52,000 people during 2012-2013*, or about 5.4 percent of the region's workforce. Top industries in this cluster include:

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

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period July 2012 through June 2013.

INDUSTRY CLUSTER DESCRIPTIONS

The **Financial Services and Real Estate** industry cluster includes commercial banks, savings institutions, credit unions, credit card companies, insurance firms, and real estate appraisers or property management companies. In total, the cluster employed more than 34,000 people, which accounted for 3.6 percent of the region's workforce in 2012-2013*. Industries showing the highest projected job openings include:

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

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 2012-2013*, more than 36,000 workers made up the cluster's employment, representing 3.8 percent of the region's total workforce. Industries with the highest number of expected job openings in this cluster include:

- Building Equipment Contractors
- Residential Building Construction
- Building Finishing Contractors
- Other Specialty Trade Contractors
- Foundation, Structure, and Building Exterior 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 2012-2013*, more than 31,000 people were employed in the region, or 3.2 percent of the region's 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 **Information and Communication Technologies** industry cluster includes interdependent industries related to computers and peripheral equipment, as well as software design and manufacturing, computer programming services, installation services, and wireless telecommunications carriers. For 2012-2013*, this cluster employed almost 24,000 workers, or 2.5 percent of the region's total employment. Industries with the highest number of expected job openings include:

- Computer Systems Design and Related Services
- Semiconductor and Other Electronic Component Manufacturing
- Wholesale Electronic Markets and Agents and Brokers
- Wired Telecommunications Carriers
- Software Publishers

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period July 2012 through June 2013.

INDUSTRY CLUSTER DEFINITIONS

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

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

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

Agriculture, Food, and Beverage Processing (Continued)

- 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
- ## Health Care Services
- 6211 Offices of Physicians
 - 6212 Offices of Dentists
 - 6213 Offices of Other Health Practitioners
 - 6214 Outpatient Care Centers
 - 6215 Medical and Diagnostic Laboratories
 - 6216 Home Health Care Services
 - 6219 Other Ambulatory Health Care Services
 - 6221 General Medical and Surgical Hospitals
 - 6222 Psychiatric and Substance Abuse Hospitals
 - 6223 Specialty (except Psychiatric and Substance Abuse) Hospitals
 - 6231 Nursing Care Facilities (Skilled Nursing Facilities)
 - 6232 Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities
 - 6233 Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
 - 6239 Other Residential Care Facilities

INDUSTRY CLUSTER DEFINITIONS

Education and Training

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

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

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

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

Construction Materials and Services (Continued)

- 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

Information and Communication Technologies

- 3341 Computer and Peripheral Equipment Manufacturing
- 3342 Communications Equipment Manufacturing
- 3344 Semiconductor and Other Electronic Component Manufacturing
- 3359 Other Electrical Equipment and Component Manufacturing
- 4251 Wholesale Electronic Markets and Agents and Brokers
- 5112 Software Publishers
- 5171 Wired Telecommunications Carriers
- 5172 Wireless Telecommunications Carriers (except Satellite)
- 5174 Satellite Telecommunications
- 5179 Other Telecommunications
- 5182 Data Processing, Hosting, and Related Services
- 5191 Other Information Services
- 5415 Computer Systems Design and Related Services
- 8112 Electronic and Precision Equipment Repair and Maintenance



Occupational Analysis: Hospitality and Tourism

Coastal Region

August 2014

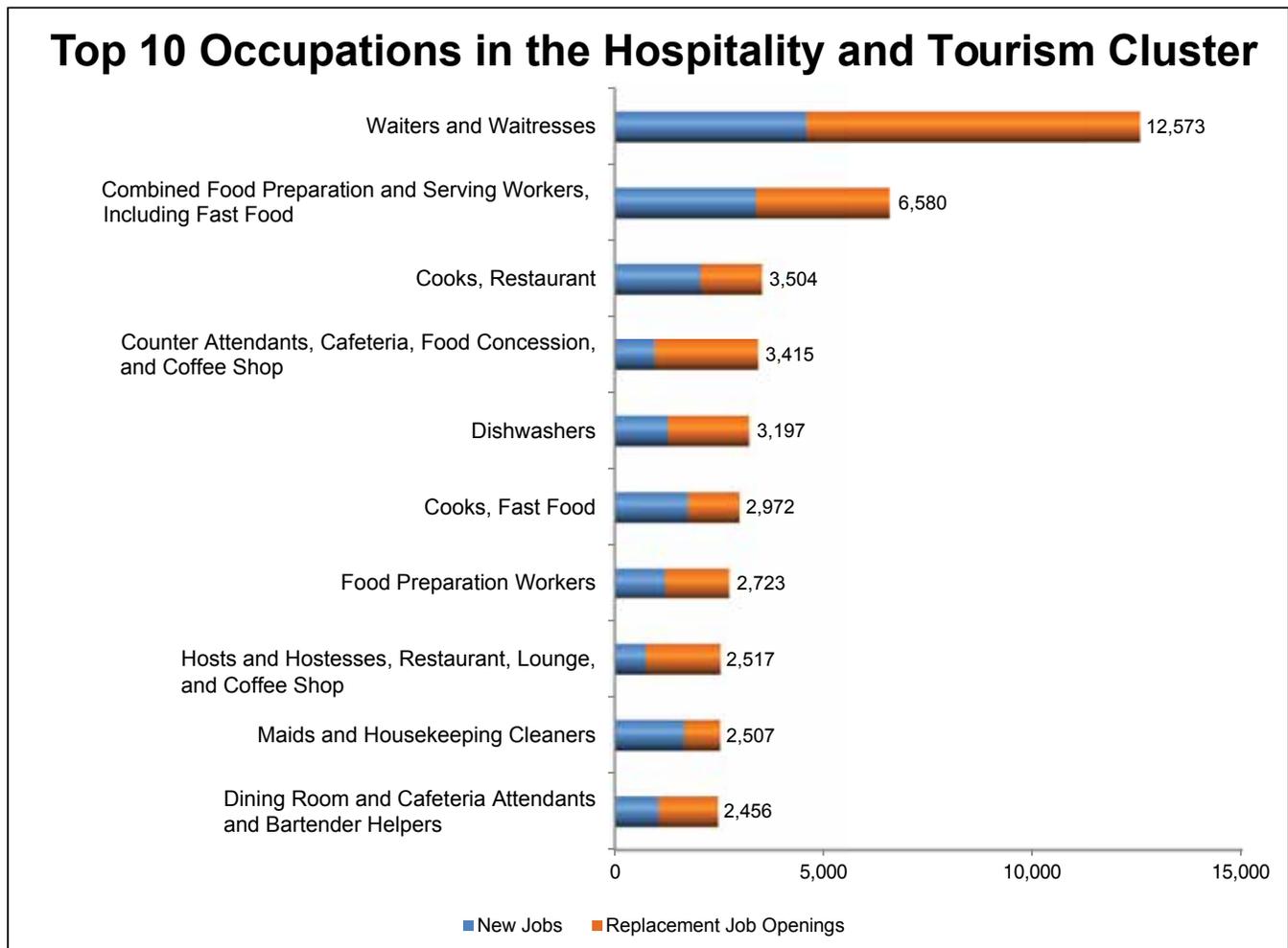
Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura Counties

What is the Hospitality and Tourism Cluster?

The Hospitality and Tourism cluster is comprised of 14 industries that provide goods and services related to lodging, food, recreation, travel, conventions, and transportation. 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 Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Coastal Region's new job growth plus replacement openings. In sum, these 10 occupations represent more than two-thirds of the 61,331 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, coordination, critical thinking, service orientation, social perceptiveness and speaking.⁴



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report may not be directly comparable to the published 2010-2020 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.

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

The table below further profiles the Coastal Region's top 10 occupations in the Hospitality and Tourism cluster by listing the total job openings for 2010-2020, 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 ⁵ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁶	HWOL Job Advertisements ⁷ (120 days)
Waiters and Waitresses	12,573	\$9.12	\$18,958	Less than high school	1,131
Combined Food Preparation and Serving Workers, Including Fast Food	6,580	\$9.29	\$19,333	Less than high school	773
Cooks, Restaurant	3,504	\$11.74	\$24,424	Less than high school	1,310
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	3,415	\$9.48	\$19,731	Less than high school	253
Dishwashers	3,197	\$9.17	\$19,081	Less than high school	754
Cooks, Fast Food	2,972	\$9.23	\$19,208	Less than high school	125
Food Preparation Workers	2,723	\$9.63	\$20,035	Less than high school	296
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,517	\$9.25	\$19,243	Less than high school	272
Maids and Housekeeping Cleaners	2,507	\$10.22	\$21,259	Less than high school	1,302
Dining Room and Cafeteria Attendants and Bartender Helpers	2,456	\$9.13	\$18,981	Less than high school	331

Source: California Employment Development Department, *Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014*; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending July 3, 2014.

⁵ Total job openings are the sum of new jobs and replacement needs.

⁶ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

⁷ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

Top Occupations for the Hospitality and Tourism Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Hospitality and Tourism cluster. The table includes the Coastal Region'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 ⁸ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	282	\$46.62	\$96,959	450
Coaches and Scouts	176	N/A	\$36,421	148
Meeting, Convention, and Event Planners	107	\$24.10	\$50,127	90
Recreation Workers	67	\$11.72	\$24,384	276
Curators	51	\$26.06	\$54,219	5
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	164	\$16.82	\$34,984	224
Skincare Specialists	27	\$17.90	\$37,233	116
Audio and Video Equipment Technicians	23	\$18.85	\$39,211	69
Electric Motor, Power Tool, and Related Repairers	10	N/A	N/A	5
Hairdressers, Hairstylists, and Cosmetologists	4	\$11.71	\$24,353	465
Requires a High School Diploma or Equivalent or Less				
Waiters and Waitresses	12,573	\$9.12	\$18,958	1,131
Combined Food Preparation and Serving Workers, Including Fast Food	6,580	\$9.29	\$19,333	773
Cooks, Restaurant	3,504	\$11.74	\$24,424	1,310
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	3,415	\$9.48	\$19,731	253
Dishwashers	3,197	\$9.17	\$19,081	754

Source: California Employment Development Department, Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending July 3, 2014.

⁸ Total job openings are the sum of new jobs and replacement needs.

Skill Requirements in the Hospitality and Tourism Cluster

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

Occupation	Skills																										
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Equipment Selection	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Operations Analysis	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Service Orientation	Social Perceptiveness	Speaking	Systems Evaluation	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																											
Coaches and Scouts		•		•	•			•	•		•	•											•	•	•		
Curators	•	•		•	•			•			•							•					•		•		•
General and Operations Managers	•	•		•	•						•	•						•				•	•	•			•
Meeting, Convention, and Event Planners		•		•	•						•	•				•		•		•		•	•		•		
Recreation Workers		•		•	•			•			•	•						•		•	•	•					
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Audio and Video Equipment Technicians	•	•		•	•			•			•				•			•					•				•
Electric Motor, Power Tool, and Related Repairers	•		•		•	•	•								•			•	•	•						•	
Hairdressers, Hairstylists, and Cosmetologists	•	•			•			•		•	•						•				•	•	•				
Massage Therapists	•	•			•			•			•							•		•	•	•					•
Skincare Specialists	•	•	•	•	•			•			•							•		•		•					
Requires a High School Diploma or Equivalent or Less																											
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•			•	•	•	•											•	•	•			
Cooks, Restaurant	•	•		•	•			•	•		•							•					•		•		
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop		•	•	•	•												•		•		•	•	•				•
Dishwashers		•		•		•		•			•		•	•							•				•	•	
Waiters and Waitresses		•		•	•			•	•	•	•						•				•	•					

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

Work Activities in the Hospitality and Tourism Cluster

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

Occupation	Work Activities																										
	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	Getting Information	Handling and Moving Objects	Identifying Objects, Actions, and Events	Interacting With Computers	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing for or Working Directly with the Public	Performing General Physical Activities	Provide Consultation and Advice to Others	Repairing and Maintaining Electronic Equipment	Repairing and Maintaining Mechanical Equipment	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge
Requires a Bachelor's Degree or Higher																											
Coaches and Scouts		•				•	•			•		•					•	•					•	•			•
Curators			•	•			•	•				•	•			•								•	•		•
General and Operations Managers			•	•		•	•					•		•									•	•		•	
Meeting, Convention, and Event Planners			•	•		•	•	•	•							•	•						•	•			
Recreation Workers	•	•		•		•	•									•	•	•					•			•	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Audio and Video Equipment Technicians				•	•		•			•	•		•	•									•		•		•
Electric Motor, Power Tool, and Related Repairers				•	•		•	•	•				•			•		•		•	•						
Hairdressers, Hairstylists, and Cosmetologists	•		•				•	•	•							•	•		•						•		•
Massage Therapists	•		•				•	•	•			•				•	•	•									•
Skincare Specialists	•					•	•		•				•			•	•							•	•		•
Requires a High School Diploma or Equivalent or Less																											
Combined Food Preparation and Serving Workers, Including Fast Food		•		•		•	•	•	•	•							•						•				•
Cooks, Restaurant				•		•	•	•	•	•		•		•		•		•									•
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop				•		•	•	•	•	•			•			•							•		•		•
Dishwashers				•	•		•	•	•	•		•	•				•								•		
Waiters and Waitresses				•		•	•	•	•	•						•	•						•	•			

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

Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Coaches and Scouts	<ul style="list-style-type: none"> • Health Educators • Recreation Workers • Training and Development Managers
Curators	<ul style="list-style-type: none"> • Archivists • Librarians • Library Science Teachers, Postsecondary
General and Operations Managers	<ul style="list-style-type: none"> • Food Service Managers • Lodging Managers • Gaming Managers
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> • Advertising and Promotions Managers • Human Resources Specialists • Public Relations Specialists
Recreation Workers	<ul style="list-style-type: none"> • Preschool Teachers, Except Special Education • Education Administrators, Preschool and Childcare Center/Program • Recreational Therapists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Audio and Video Equipment Technicians	<ul style="list-style-type: none"> • Audio-Visual and Multimedia Collections Specialists • Broadcast Technicians • Sound Engineering Technicians
Electric Motor, Power Tool, and Related Repairers	<ul style="list-style-type: none"> • Electrical and Electronics Repairers, Commercial and Industrial Equipment • Industrial Machinery Mechanics • Maintenance and Repair Workers, General
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> • Barbers • Preschool Teachers, Except Special Education • Skincare Specialists
Massage Therapists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Manicurists and Pedicurists • Fitness Trainers and Aerobics Instructors
Skincare Specialists	<ul style="list-style-type: none"> • Massage Therapists • Hairdressers, Hairstylists, and Cosmetologists • Dental Assistants
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Food Preparation Workers • Cooks, Short Order • Food Servers, Nonrestaurant
Cooks, Restaurant	<ul style="list-style-type: none"> • Cooks, Short Order • Bakers • Butchers and Meat Cutters
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	<ul style="list-style-type: none"> • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Combined Food Preparation and Serving Workers, Including Fast Food • Waiters and Waitresses
Dishwashers	<ul style="list-style-type: none"> • Dining Room and Cafeteria Attendants and Bartender Helpers • Food Preparation Workers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Waiters and Waitresses	<ul style="list-style-type: none"> • Dining Room and Cafeteria Attendants and Bartender Helpers • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Cashiers

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 Coastal Region employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending July 3, 2014. 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 ⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Starbucks	112	19	93	489.5%
Hilton Hotels & Resorts	78	54	24	44.4%
Panda Express	77	4	73	1,825.0%
24 Hour Fitness	68	63	5	7.9%
Gold's Gym	66	7	59	842.9%
Pizza Hut	65	7	58	828.6%
Marriott	58	118	-60	-50.8%
G6 Hospitality LLC	56	3	53	1,766.7%
Aramark Corporation	50	48	2	4.2%
Sodexo Inc.	48	15	33	220.0%
Chipotle	40	1	39	3,900.0%
Embassy Suites	34	35	-1	-2.9%
Hyatt	34	124	-90	-72.6%
McDonald's Corporation	30	1	29	2,900.0%
Santa Cruz Seaside Company	28	26	2	7.7%
Chili's	19	0	19	N/A
Canary Hotel	17	21	-4	-19.0%
Landry's Restaurants, Inc.	17	0	17	N/A
Hersha Hospitality	16	0	16	N/A
CKE Restaurants	15	14	1	7.1%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending July 3, 2014.

⁹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

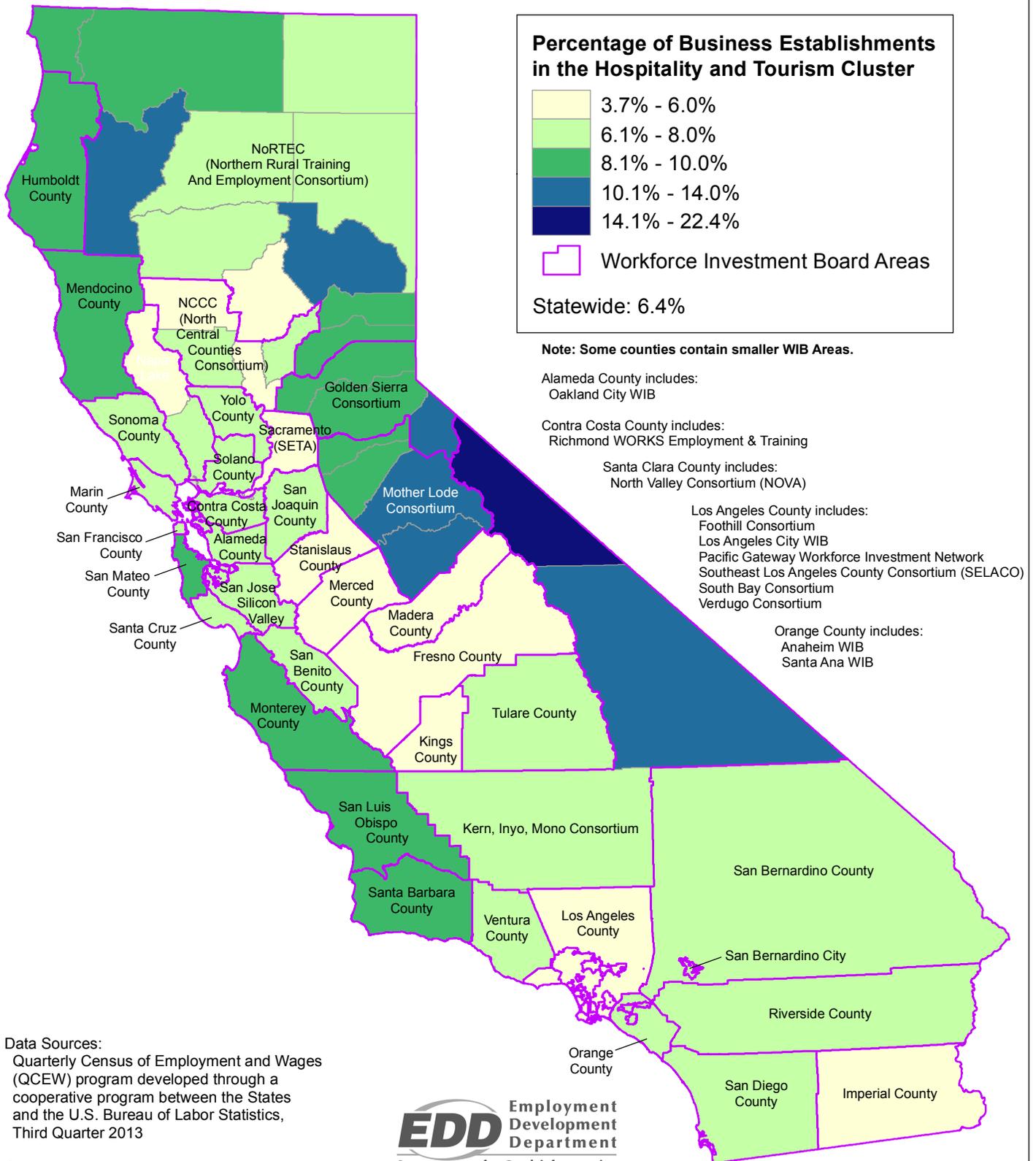
The table below provides examples of instructional programs related to top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Hospitality 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.

Occupation	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	N/A	N/A
	10.0201	Photographic and Film/Video Technology/Technician and Assistant		
	10.0203	Recording Arts Technology/Technician		
Combined Food Preparation and Serving Workers, Including Fast Food	N/A	N/A	N/A	N/A
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	N/A	N/A	N/A	N/A
Dishwashers	N/A	N/A	N/A	N/A
Electric Motor, Power Tool, and Related Repairers	47.0101	Electrical/Electronics Equipment Installation and Repair, General	093400	Electronics and Electric Technology
Hairdressers, Hairstylists, and Cosmetologists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0407	Hair Styling/Stylist and Hair Design		
	12.0413	Cosmetology, Barber/Styling, and Nail Instructor		
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		
Waiters and Waitresses	N/A	N/A	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; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 6th Edition (2009), www.cccco.edu.

California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



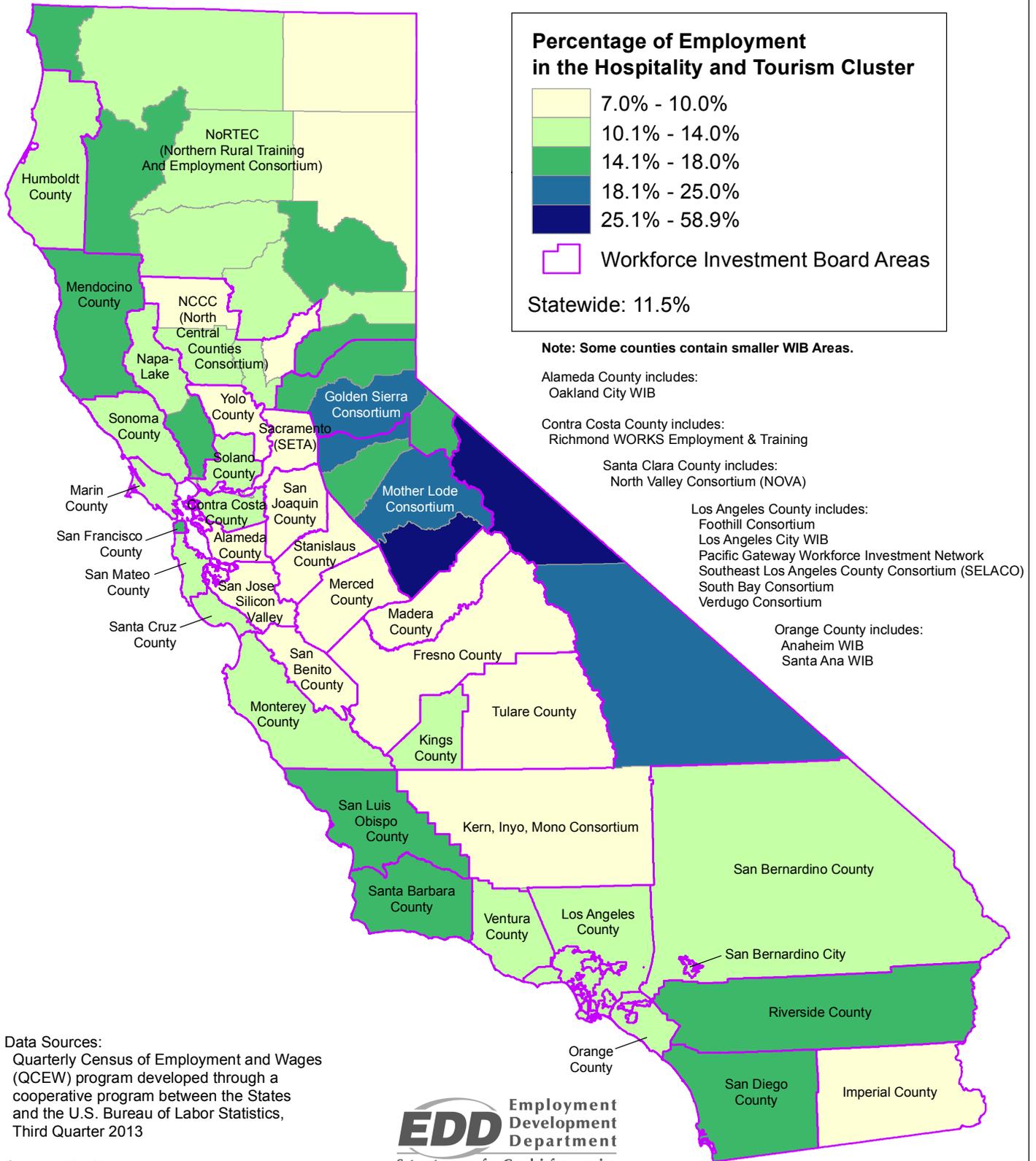
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



California Hospitality and Tourism Cluster

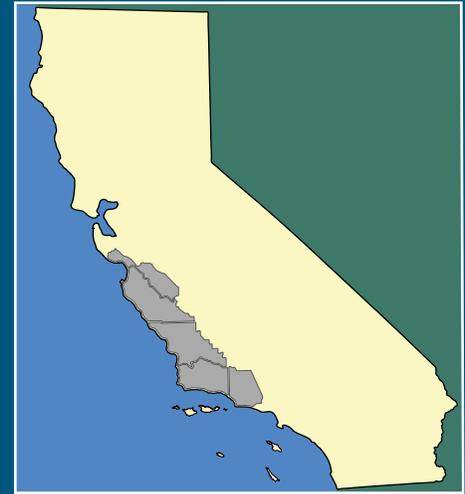
Percentage of Total County Employment, 2013



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:
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July 2014





Occupational Analysis: Retail Cluster

Coastal Region

August 2014

Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura Counties

What is the Retail Cluster?

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

Top 10 Occupations in the Retail Cluster

The graph below identifies the top 10 occupations in the Retail cluster, based on the Coastal Region's new job growth plus replacement openings. In sum, these 10 occupations represent more than three quarters of the 46,696 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as critical thinking, active listening, coordination, and monitoring.¹⁰



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report are not directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

¹⁰ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the Coastal Region's top 10 occupations in the Retail cluster by listing the total job openings for 2010-2020, 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 ¹¹ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹²	HWOL Job Advertisements ¹³ (120 days)
Retail Salespersons	12,825	\$10.82	\$22,520	Less than high school	3,180
Cashiers	11,816	\$10.43	\$21,700	Less than high school	617
First-Line Supervisors of Retail Sales Workers	3,042	\$20.11	\$41,825	High school diploma or equivalent	2,108
Stock Clerks and Order Fillers	2,692	\$10.82	\$22,518	High school diploma or equivalent	648
Laborers and Freight, Stock, and Material Movers, Hand	1,050	\$11.23	\$23,350	Less than high school	516
Combined Food Preparation and Serving Workers, Including Fast Food	1,043	\$9.29	\$19,333	Less than high school	765
Packers and Packagers, Hand	869	\$9.22	\$19,167	High school diploma or equivalent	59
Pharmacy Technicians	805	\$19.33	\$40,214	High school diploma or equivalent	184
Automotive Service Technicians and Mechanics	749	\$21.18	\$44,051	High school diploma or equivalent	681
Butchers and Meat Cutters	649	\$13.42	\$27,902	Less than high school	13

Source: California Employment Development Department, *Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014*; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending July 7, 2014.

¹¹ Total job openings are the sum of new jobs and replacement needs.

¹² U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹³ 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 Coastal Region'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 ¹⁴ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Pharmacists	551	\$65.40	\$136,023	196
General and Operations Managers	358	\$46.62	\$96,959	450
Sales Managers	323	\$49.62	\$103,212	446
Accountants and Auditors	79	\$33.93	\$70,576	1,033
Interior Designers	67	\$27.69	\$57,590	43
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Computer, Automated Teller, and Office Machine Repairers	86	\$19.86	\$41,301	12
First-Line Supervisors of Production and Operating Workers	57	\$26.74	\$55,619	759
Electronic Home Entertainment Equipment Installers and Repairers	52	\$14.11	\$29,335	45
Heavy and Tractor-Trailer Truck Drivers	38	\$20.50	\$42,637	1,565
Electronic Equipment Installers and Repairers, Motor Vehicles	32	\$16.10	\$33,482	17
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	12,825	\$10.82	\$22,520	3,180
Cashiers	11,816	\$10.43	\$21,700	617
First-Line Supervisors of Retail Sales Workers	3,042	\$20.11	\$41,825	2,108
Stock Clerks and Order Fillers	2,692	\$10.82	\$22,518	648
Laborers and Freight, Stock, and Material Movers, Hand	1,050	\$11.23	\$23,350	516

Source: California Employment Development Department, *Projections of Employment 2010-2020*; *Occupational Employment Statistics Wage Survey*, updated to 1st Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending July 3, 2014.

¹⁴ Total job openings are the sum of new jobs and replacement needs.

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 active listening 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).

Occupation	Skills																										
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Installation	Instructing	Judgment and Decision Making	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																											
Accountants and Auditors ¹⁵	•	•			•				•		•	•					•						•	•			•
General and Operations Managers	•	•		•	•					•		•						•				•	•				•
Interior Designers		•	•	•	•								•			•		•			•		•				•
Pharmacists	•	•			•			•	•			•						•		•			•				•
Sales Managers			•	•	•				•	•		•				•						•	•		•		
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Computer, Automated Teller, and Office Machine Repairers	•	•		•	•							•			•	•		•	•								•
Electronic Equipment Installers and Repairers, Motor Vehicles		•	•		•	•	•								•			•	•					•			•
Electronic Home Entertainment Equipment Installers and Repairers	•	•	•		•	•											•	•	•		•						•
First-Line Supervisors of Production and Operating Workers		•	•	•	•					•								•				•	•		•		•
Heavy and Tractor-Trailer Truck Drivers		•	•		•	•									•	•		•	•				•			•	
Requires a High School Diploma or Equivalent or Less																											
Cashiers		•		•	•							•						•			•	•	•		•		•
First-Line Supervisors of Retail Sales Workers					•			•		•		•	•			•		•				•	•		•		
Laborers and Freight, Stock, and Material Movers, Hand		•	•	•	•	•						•			•	•		•									•
Retail Salespersons		•		•	•							•	•			•		•				•	•				
Stock Clerks and Order Fillers ¹⁶		•	•	•	•				•				•			•					•	•		•			

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

¹⁵ Skills listed represent Accountants, a specialty occupation of Accountants and Auditors.

¹⁶ Skills listed 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; and handling and moving objects, and making decisions and solving problems.

Occupation	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	Drafting, Laying Out, and Specifying Technical Devices, Parts, and Equipment	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 for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Repairing and Maintaining Electronic Equipment	Repairing and Maintaining Mechanical Equipment	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge		
Requires a Bachelor's Degree or Higher																																				
Accountants and Auditors ¹⁷	●			●				●	●	●						●				●	●		●											●		
General and Operations Managers				●	●		●		●							●		●		●								●	●		●					
Interior Designers				●			●	●	●	●	●					●				●									●	●					●	
Pharmacists	●	●						●	●				●				●				●		●												●	
Sales Managers			●	●	●		●		●		●					●					●								●	●						
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																				
Computer, Automated Teller, and Office Machine Repairers				●				●					●	●		●				●							●	●				●			●	
Electronic Equipment Installers and Repairers, Motor Vehicles					●			●		●		●				●				●			●				●						●			●
Electronic Home Entertainment Equipment Installers and Repairers								●				●	●			●	●			●			●				●						●			●
First-Line Supervisors of Production and Operating Workers			●		●	●	●		●			●	●								●						●			●	●					
Heavy and Tractor-Trailer Truck Drivers				●				●		●		●	●	●			●			●	●			●												
Requires a High School Diploma or Equivalent or Less																																				
Cashiers				●	●			●	●		●				●							●	●					●	●				●			
First-Line Supervisors of Retail Sales Workers		●		●				●	●		●				●					●		●		●					●	●						
Laborers and Freight, Stock, and Material Movers, Hand				●	●			●	●		●	●				●				●	●		●													
Retail Salespersons				●	●			●		●		●			●					●		●		●					●	●			●	●		●
Stock Clerks and Order Fillers ¹⁸				●	●			●	●		●	●								●	●		●	●	●											

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

¹⁷ Work activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

¹⁸ Work activities listed 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
Requires a Bachelor's Degree or Higher	
Pharmacists	<ul style="list-style-type: none"> • Medical Scientists, Except Epidemiologist • Health Specialties, Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • Purchasing Managers • Logistics Managers
Sales Managers	<ul style="list-style-type: none"> • Advertising and Promotions Managers • Marketing Managers • Financial Managers, Branch or Department
Accountants and Auditors	<ul style="list-style-type: none"> • Budget Analysts • Financial Analysts • Bookkeeping, Accounting, and Auditing Clerks
Interior Designers	<ul style="list-style-type: none"> • Graphic Designers • Landscape Architects • Set and Exhibit Designers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> • Computer User Support Specialists • Electronic Home Entertainment Equipment Installers and Repairers • Home Appliance Repairers
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 • First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand
Electronic Home Entertainment Equipment Installers and Repairers	<ul style="list-style-type: none"> • Computer User Support Specialists • Radio Mechanics • Telecommunications Equipment Installers and Repairers, Except Line Installers
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> • Paving, Surfacing, and Tamping Equipment Operators • Pile-Driver Operators • Excavating and Loading Machine and Dragline Operators
Electronic Equipment Installers and Repairers, Motor Vehicles	<ul style="list-style-type: none"> • Automotive Master Mechanics • Automotive Specialty Technicians • Motorcycle Mechanics
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> • Tellers • Counter and Rental Clerks • Parts Salespersons
Cashiers	<ul style="list-style-type: none"> • Counter Attendants, Cafeteria, Food Concessions, and Coffee Shop • Counter and Rental Clerks • Gaming Change Persons and Booth Cashiers
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> • First Line Supervisors of Food Preparation and Serving Workers • First Line Supervisors of Housekeeping and Janitorial Workers • First Line Supervisors of Helpers, Laborers, and Material Movers, Hand
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> • Stock Clerks, Sales Floor • Dining Room and Cafeteria Attendants and Bartender Helpers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> • Packaging and Filling Machine Operators and Tenders • Print Binding and Finishing 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 Coastal Region employers in the Retail cluster who posted the most job advertisements during the 120-day period ending July 3, 2014. 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 ¹⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Sears Holdings Corporation	327	156	171	109.6%
Macy's	284	76	208	273.7%
Safeway Companies	97	11	86	781.8%
Nordstrom	94	112	-18	-16.1%
Whole Foods	92	0	92	N/A
CVS Caremark	65	145	-80	-55.2%
Lowe's	65	59	6	10.2%
Home Depot	57	135	-78	-57.8%
Staples	56	25	31	124.0%
Toys"R"Us	53	30	23	76.7%
Dick's Sporting Goods, Inc.	52	83	-31	-37.3%
Best Buy	44	13	31	238.5%
Goodwill Industries	43	45	-2	-4.4%
Ross Dress For Less	39	39	0	0.0%
Shopatron	38	46	-8	-17.4%
Rite Aid	34	16	18	112.5%
T-Mobile	33	47	-14	-29.8%
Verizon	33	11	22	200.0%
Chevron	31	19	12	63.2%
West Marine	28	19	9	47.4%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending July 3, 2014.

¹⁹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

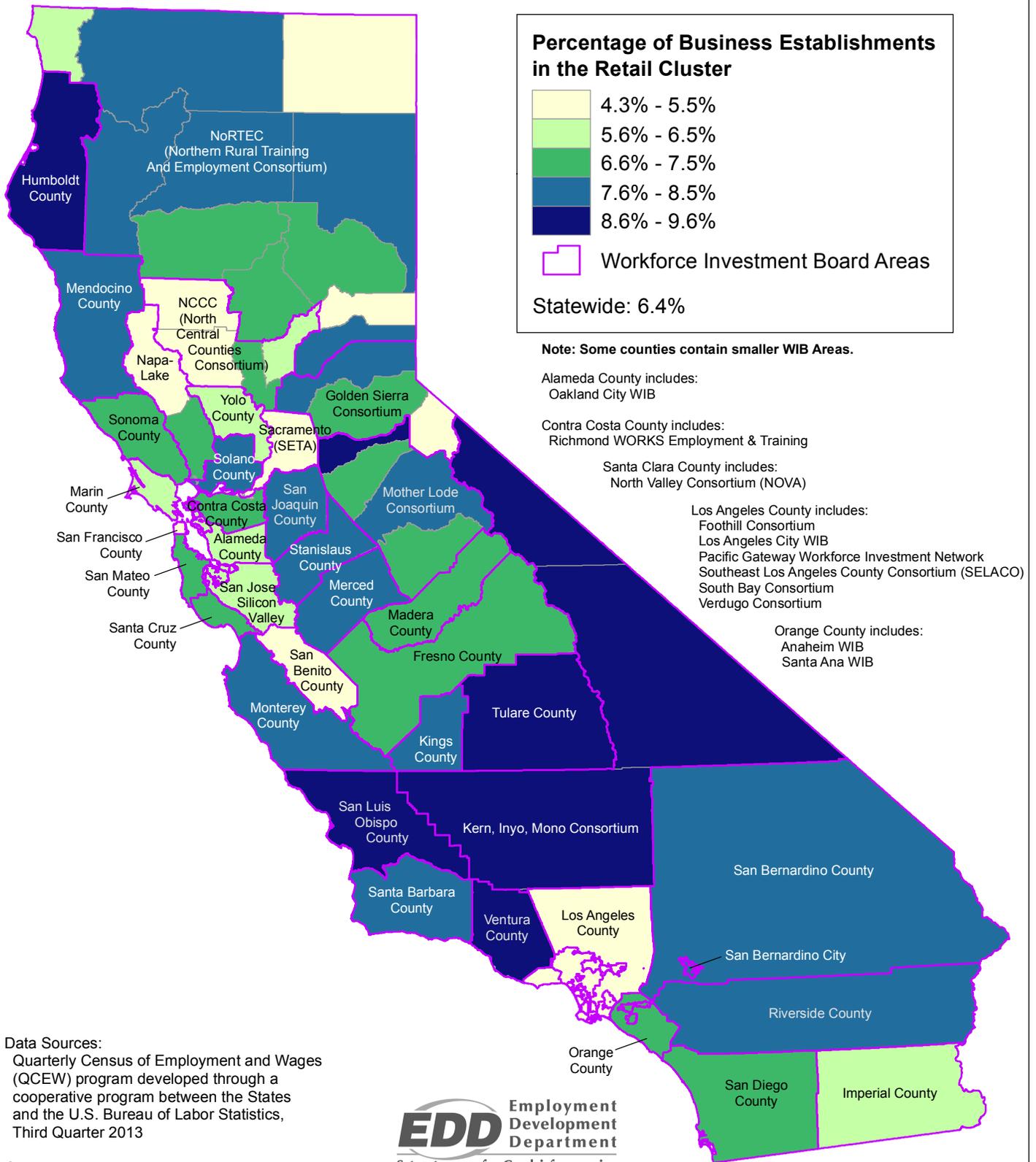
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Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Cashiers	N/A	N/A	050650	Retail Store Operations and Management
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Electronic Equipment Installers and Repairers, Motor Vehicles	47.0604	Automobile/Automotive Mechanics Technology/Technician	094800	Automotive Technology
Electronic Home Entertainment Equipment Installers and Repairers	47.0103	Communications Systems Installation and Repair Technology	093430	Telecommunications Technology
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
First-Line Supervisors of Retail Sales Workers	52.1899	General Merchandising, Sales, and Related Marketing Operations, Other	050650	Retail Store Operations and Management
	52.1909	Special Products Marketing Operations	050940 050970	Sales and Salesmanship E-Commerce (business emphasis)
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Laborers and Freight, Stock, and Material Movers, Hand	N/A	N/A	N/A	N/A
Retail Salespersons	N/A	N/A	010920	Floriculture /Floristry
			050900	Marketing and Distribution
			050940	Sales and Salesmanship
Stock Clerks and Order Fillers	N/A	N/A	050650	Retail Store Operations and Management

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 6th Edition (2009), www.cccco.edu.

California Retail Cluster

Percentage of Total County Establishments, 2013



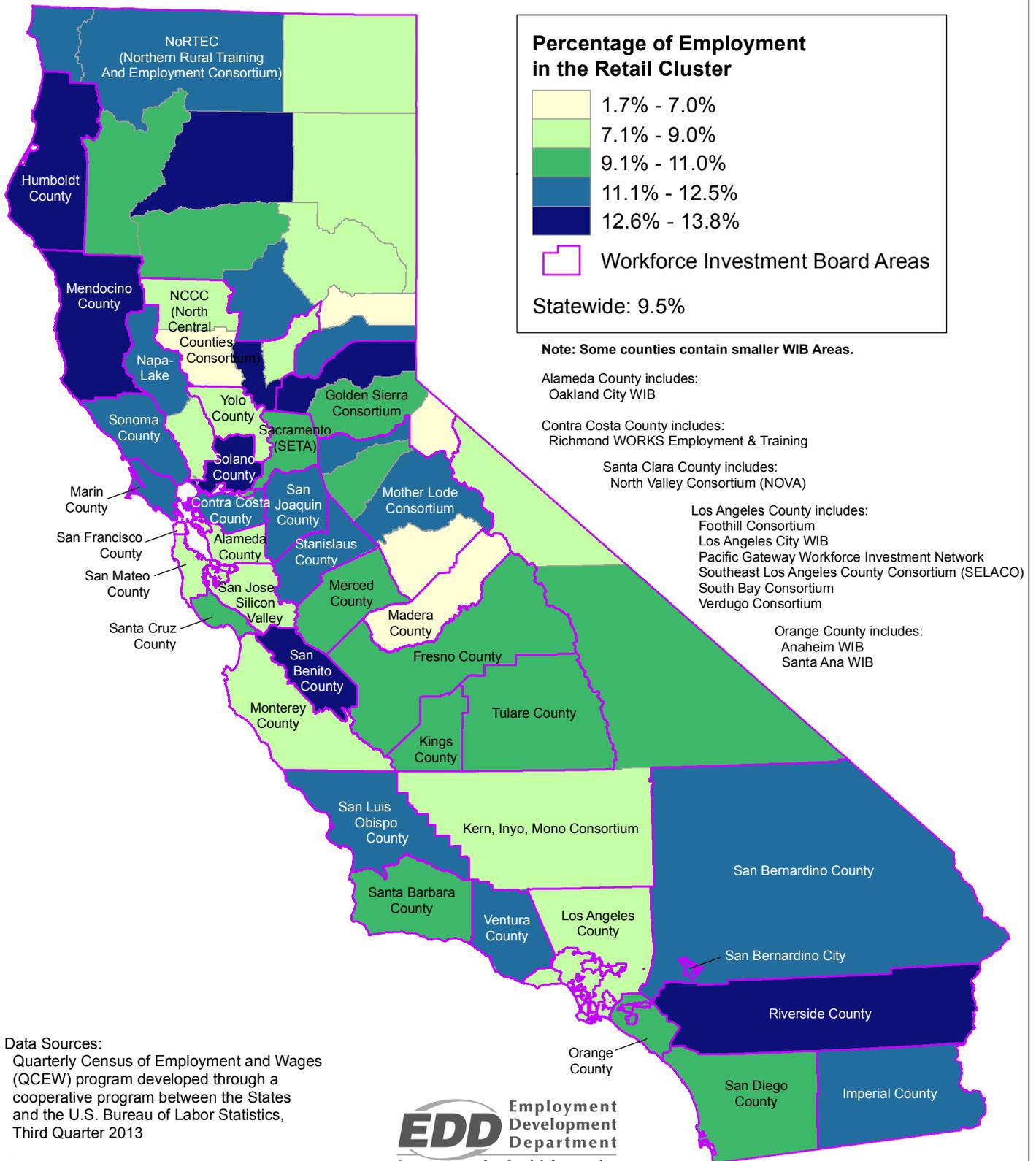
Data Sources:
 Quarterly Census of Employment and Wages
 (QCEW) program developed through a
 cooperative program between the States
 and the U.S. Bureau of Labor Statistics,
 Third Quarter 2013

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



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:
Labor Market Information Division
California Employment Development Department
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July 2014





Occupational Analysis: Agriculture, Food, and Beverage Processing

Coastal Region

August 2014

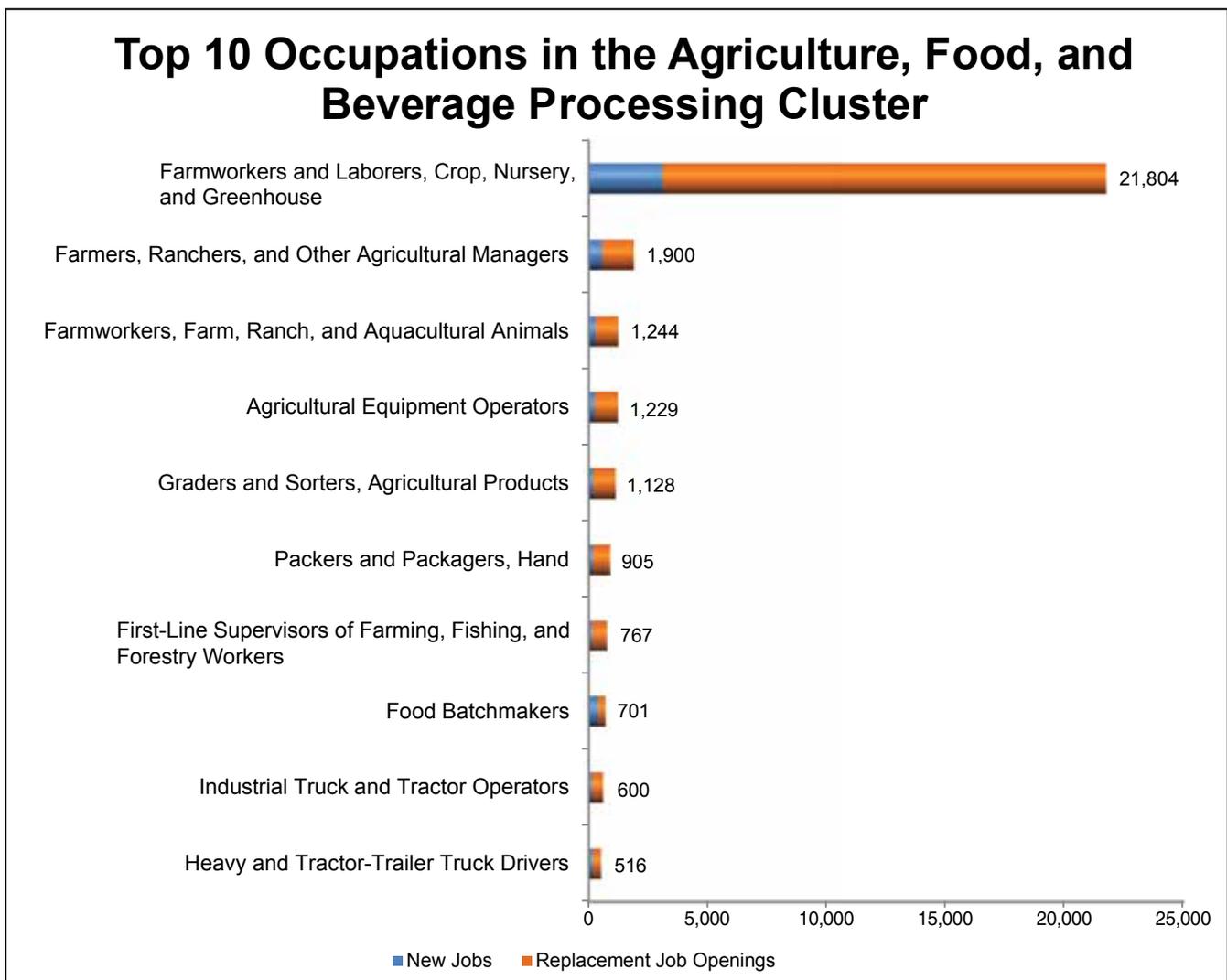
Monterey, Santa Cruz, San Benito, Santa Barbara, San Luis Obispo, and Ventura Counties

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 Coastal Region's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 40,605 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, coordination, critical thinking, monitoring, and speaking.²⁰



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report are not directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

²⁰ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

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

The table below further profiles the Coastal Region's top 10 occupations in the Agriculture, Food, and Beverage Processing cluster by listing the total job openings for 2010-2020, 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 ²¹ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²²	HWOL Job Advertisements ²³ (120 days)
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	21,804	\$9.04	\$18,802	Less than high school	143
Farmers, Ranchers, and Other Agricultural Managers	1,900	\$39.45	\$82,053	High school diploma or equivalent	63
Farmworkers, Farm, Ranch, and Aquacultural Animals	1,244	\$11.02	\$22,928	Less than high school	99
Agricultural Equipment Operators	1,229	\$12.93	\$26,890	Less than high school	24
Graders and Sorters, Agricultural Products	1,128	\$9.28	\$19,302	Less than high school	4
Packers and Packagers, Hand	905	\$9.22	\$19,167	Less than high school	60
First-Line Supervisors of Farming, Fishing, and Forestry Workers	767	\$20.65	\$42,950	High school diploma or equivalent	22
Food Batchmakers	701	\$11.13	\$23,144	High school diploma or equivalent	15
Industrial Truck and Tractor Operators	600	\$14.14	\$29,403	Less than high school	201
Heavy and Tractor-Trailer Truck Drivers	516	\$20.50	\$42,637	Postsecondary non-degree award	1,573

Source: California Employment Development Department, *Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending July 3, 2014.*

²¹ Total job openings are the sum of new jobs and replacement needs.

²² U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²³ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

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

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Agriculture, Food, and Beverage Processing cluster. The table includes the Coastal Region's projected total job openings and median hourly and annual wages. In addition, recent regional totals of online job advertisements over a 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 ²⁴ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Chief Executives	185	\$85.89	\$178,664	75
General and Operations Managers	168	\$46.62	\$96,959	450
Industrial Production Managers	157	\$43.68	\$90,857	93
Accountants and Auditors	119	\$33.93	\$70,576	1,037
Agricultural Inspectors	110	\$26.65	\$55,449	2
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	516	\$20.50	\$42,637	1,573
First-Line Supervisors of Production and Operating Workers	188	\$26.74	\$55,619	756
Computer Support Specialists ²⁵	83	\$24.92	\$51,839	963
Agricultural and Food Science Technicians	70	\$16.57	\$34,473	32
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	15	\$23.32	\$48,509	176
Requires a High School Diploma or Equivalent or Less				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	21,804	\$9.04	\$18,802	143
Farmers, Ranchers, and Other Agricultural Managers	1,900	\$39.45	\$82,053	63
Farmworkers, Farm, Ranch, and Aquacultural Animals	1,244	\$11.02	\$22,928	99
Agricultural Equipment Operators	1,229	\$12.93	\$26,890	24
Graders and Sorters, Agricultural Products	1,128	\$9.28	\$19,302	4

Source: California Employment Development Department, *Projections of Employment 2010-2020*; *Occupational Employment Statistics Wage Survey*, updated to 1st Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending July 3, 2014.

²⁴ Total job openings are the sum of new jobs and replacement needs.

²⁵ Wages listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

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. Active listening and critical thinking are the most commonly shared skills, followed by monitoring, coordination, 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).

Occupation	Skills																										
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Installation	Instructing	Judgment and Decision Making	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																											
Accountants and Auditors ²⁶	●	●			●				●			●	●				●					●	●				●
Agricultural Inspectors	●	●			●				●				●		●		●	●				●					●
Chief Executives		●		●					●	●	●		●			●							●	●	●		
General and Operations Managers	●	●		●	●						●		●				●			●	●						●
Industrial Production Managers	●	●		●	●				●	●	●		●				●								●		
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Agricultural and Food Science Technicians ²⁷		●	●	●	●				●			●	●				●					●					●
Computer Support Specialists ²⁸	●	●		●	●			●					●				●		●	●		●					●
First-Line Supervisors of Production and Operating Workers		●	●	●	●						●						●			●	●				●		●
Heating, Air Conditioning, and Refrigeration Mechanics and Installers ²⁹			●		●	●	●						●	●	●		●		●							●	
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●								●	●		●	●			●				●		
Requires a High School Diploma or Equivalent or Less																											
Agricultural Equipment Operators		●		●	●	●								●	●		●		●			●				●	
Farmers, Ranchers, and other Agricultural Managers ³⁰		●			●			●	●		●		●				●			●	●				●		
Farmworkers and Laborers, Crop, Nursery, and Greenhouse ³¹		●	●	●	●	●					●		●	●	●		●										
Farmworkers, Farm, Ranch, and Aquacultural Animals		●		●	●			●	●				●	●	●		●										●
Graders and Sorters, Agricultural Products		●	●	●	●			●					●			●				●	●				●		

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

²⁶ Skills listed represent Accountants, a specialty occupation of Accountants and Auditors.

²⁷ Skills listed represent Agricultural Technicians, a specialty occupation of Agricultural and Food Science Technicians.

²⁸ Skills listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

²⁹ Skills listed represent Refrigeration Mechanics and Installers, a specialty occupation of Heating, Air Conditioning, and Refrigeration Mechanics and Installers.

³⁰ Skills listed represent Nursery and Greenhouse Managers, a specialty occupation of Farmers, Ranchers and other Agricultural Managers.

³¹ Skills listed represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

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 establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; making decisions and solving problems; and organizing, planning, and prioritizing work.

Occupation	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	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
Requires a Bachelor's Degree or Higher																															
Accountants and Auditors ³²	●			●			●	●	●						●					●	●	●									●
Agricultural Inspectors			●				●	●	●			●			●					●							●			●	●
Chief Executives		●	●		●	●	●								●		●				●					●		●			
General and Operations Managers		●	●		●	●	●								●		●			●						●	●		●		
Industrial Production Managers			●		●		●			●					●	●	●			●						●	●				
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																															
Agricultural and Food Science Technicians ³³			●				●	●			●	●			●	●				●		●									●
Computer Support Specialists ³⁴			●				●	●			●			●	●					●		●							●		●
First-Line Supervisors of Production and Operating Workers	●		●	●	●		●			●	●										●			●			●	●			
Heating, Air Conditioning, and Refrigeration Mechanics and Installers ³⁵			●	●			●				●				●	●					●			●	●						●
Heavy and Tractor-Trailer Truck Drivers			●				●	●	●	●	●				●	●			●	●	●										
Requires a High School Diploma or Equivalent or Less																															
Agricultural Equipment Operators			●				●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Farmers, Ranchers, and other Agricultural Managers ³⁶				●			●	●		●	●				●	●				●						●		●			●
Farmworkers and Laborers, Crop, Nursery, and Greenhouse ³⁷			●				●	●	●	●	●								●		●								●	●	
Farmworkers, Farm, Ranch, and Aquacultural Animals			●	●			●			●	●	●	●	●	●	●			●		●										
Graders and Sorters, Agricultural Products			●	●	●		●		●	●	●	●	●	●	●	●				●		●									●

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

³² Work activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

³³ Work activities listed represent Agricultural Technicians, a specialty occupation of Agricultural and Food Science Technicians.

³⁴ Work activities listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

³⁵ Work activities listed represent Refrigeration Mechanics and Installers, a specialty occupation of Heating, Air Conditioning, and Refrigeration Mechanics and Installers.

³⁶ Work activities listed represent Nursery and Greenhouse Managers, a specialty occupation of Farmers, Ranchers and other Agricultural Managers.

³⁷ Work activities listed represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

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
Requires a Bachelor's Degree or Higher	
Accountants and Auditors	<ul style="list-style-type: none"> • Financial Analysts • Personal Financial Advisors • Insurance Underwriters
Agricultural Inspectors	<ul style="list-style-type: none"> • Energy Auditors • Agricultural Technicians • Forest and Conservation Technicians
Chief Executives	<ul style="list-style-type: none"> • Treasurers and Controllers • Logistics Managers • Supply Chain Managers
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • Purchasing Managers • Storage and Distribution Managers
Industrial Production Managers	<ul style="list-style-type: none"> • General and Operations Managers • Storage and Distribution Managers • Logistics Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Agricultural and Food Science Technicians	<ul style="list-style-type: none"> • Biological Technicians • Chemical Technicians • Geophysical Data Technicians
Computer Support Specialists	<ul style="list-style-type: none"> • Web Administrators • Electrical Engineering Technicians • Audio-Visual and Multimedia Collections Specialists
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> • Industrial Production Managers • Non-Destructive Testing Specialists • First-Line Supervisors of Agricultural Crop and Horticultural Workers
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> • Paving, Surfacing, and Tamping Equipment Operators • Pile-Driver Operators • Light Truck or Delivery Services Drivers
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	<ul style="list-style-type: none"> • Electricians • Automotive Master Mechanics • Electrical and Electronics Repairers, Commercial and Industrial Equipment
Requires a High School Diploma or Equivalent or Less	
Agricultural Equipment Operators	<ul style="list-style-type: none"> • Pipelayers • Helpers--Carpenters • Riggers
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	<ul style="list-style-type: none"> • Landscaping and Groundskeeping Workers • Nursery Workers • Farmworkers, Farm, Ranch, and Aquacultural Animals
Farmworkers, Farm, Ranch, and Aquacultural Animals	<ul style="list-style-type: none"> • Nursery Workers • Fishers and Related Fishing Workers • Rail-Track Laying and Maintenance Equipment Operators
Graders and Sorters, Agricultural Products	<ul style="list-style-type: none"> • Food Preparation Workers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners • Stock Clerks- Stockroom, Warehouse, or Storage Yard
Nursery and Greenhouse Managers	<ul style="list-style-type: none"> • Industrial Production Managers • Soil and Water Conservationists • First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers

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

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

The following table lists the Coastal Region employers in the Agriculture, Food, and Beverage Processing cluster who posted the most job advertisements during the 120-day period ending July 3, 2014. 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 ³⁸ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Reiter Affiliated Companies	33	50	-17	-34.0%
Earthbound Farm	28	42	-14	-33.3%
Nordic Naturals	24	26	-2	-7.7%
Driscoll's	22	34	-12	-35.3%
E. & J. Gallo Winery	15	15	0	0.0%
Justin Vineyards & Winery	14	31	-17	-54.8%
Ventura Coastal Llc	13	0	13	N/A
Pepsico	11	5	6	120.0%
Ocean Mist Farms	11	11	0	0.0%
Mann Packing Co., Inc.	9	7	2	28.6%
Dairy Farmers of America	9	4	5	125.0%
S. Martinelli & Company	9	3	6	200.0%
Golden State Bulb Growers	9	15	-6	-40.0%
True Leaf Farms	9	4	5	125.0%
Bimbo Bakeries	8	4	4	100.0%
Kendall Jackson	7	5	2	40.0%
Dole Food Company	7	13	-6	-46.2%
The Wine Group	7	1	6	600.0%
Hollandia Produce, Llc	6	0	6	N/A
Coca-Cola Refreshments	6	2	4	200.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending July 3, 2014.

³⁸ Totals do not include employers with anonymous job advertisements.

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

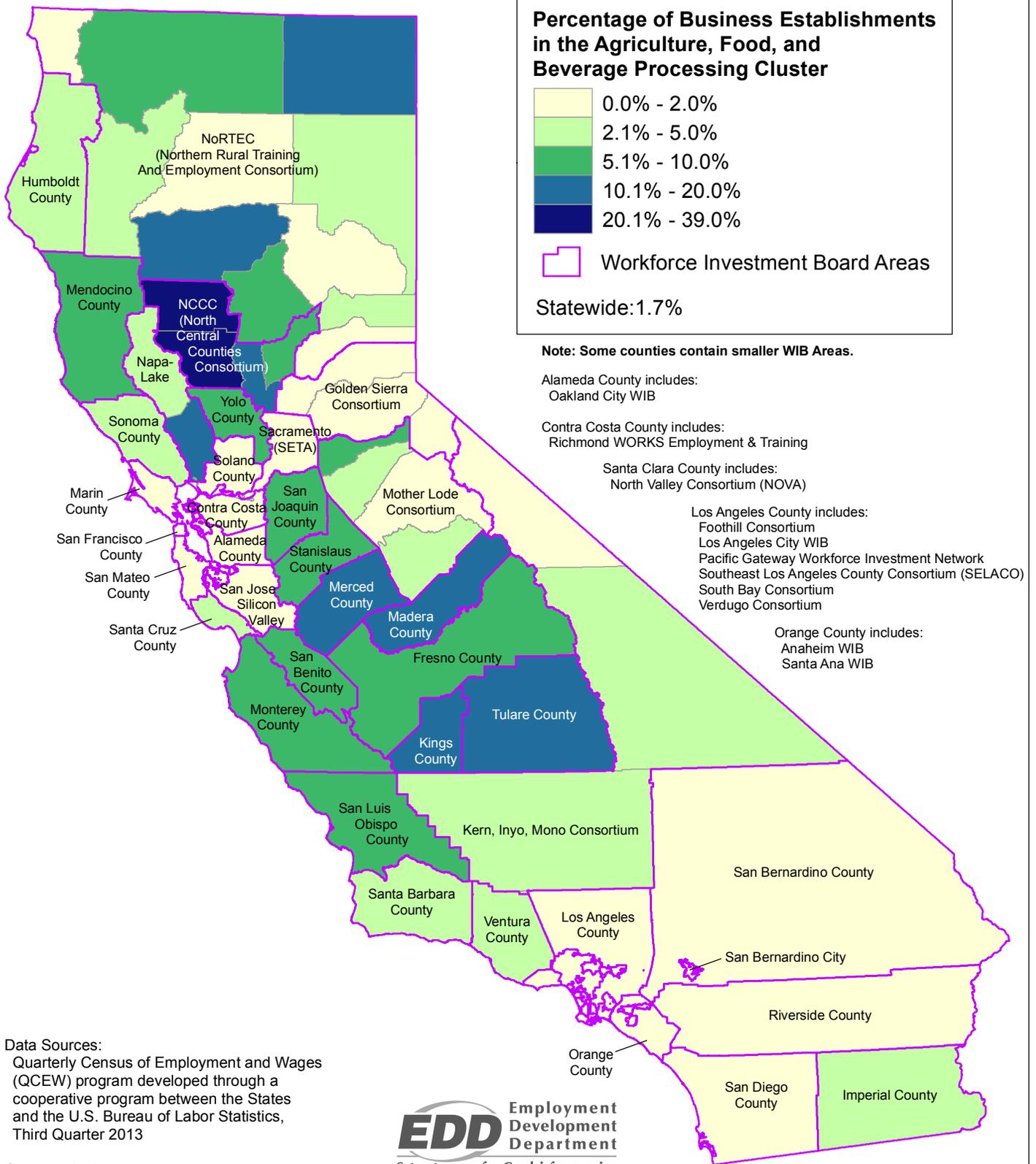
The table below provides examples of instructional programs related to top occupations in the Agriculture, Food, and Beverage Processing cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited 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.

Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Agricultural and Food Science Technicians	01.1002	Food Technology and Processing	010200 010300	Animal Science Plant Science
Agricultural Equipment Operators	01.0204	Agricultural Power Machinery Operation	N/A	N/A
Computer Support Specialists	01.0106 11.1006 51.0709	Agricultural Business Technology Computer Support Specialist Medical Office Computer Specialist/Assistant	N/A	N/A
Farmers, Ranchers, and Other Agricultural Managers	01.0101 01.0302 01.0303	Agricultural Business and Management, General Animal/Livestock Husbandry and Production Aquaculture	010200 010220 010400	Animal Science Artificial Inseminator (Licensed) Viticulture, Enology, and Wine Business
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	N/A	N/A	010300	Plant Science
Farmworkers, Farm, Ranch, and Aquacultural	N/A	N/A	010930 010200	Nursery Technology Animal Science
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Graders and Sorters, Agricultural Products	01.0105	Agricultural/Farm Supplies Retailing and Wholesaling	N/A	N/A
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	15.0501 47.0201	Heating, Ventilation, Air Conditioning and Refrigeration Engineering Technology/Technician Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician	094600	Environmental Control Technology
Heavy and Tractor-Trailer Truck Drivers	49.2050	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 6th Edition (2009), www.cccco.edu.

California Agriculture, Food, and Beverage Processing Cluster

Percentage of Total County Establishments, 2013



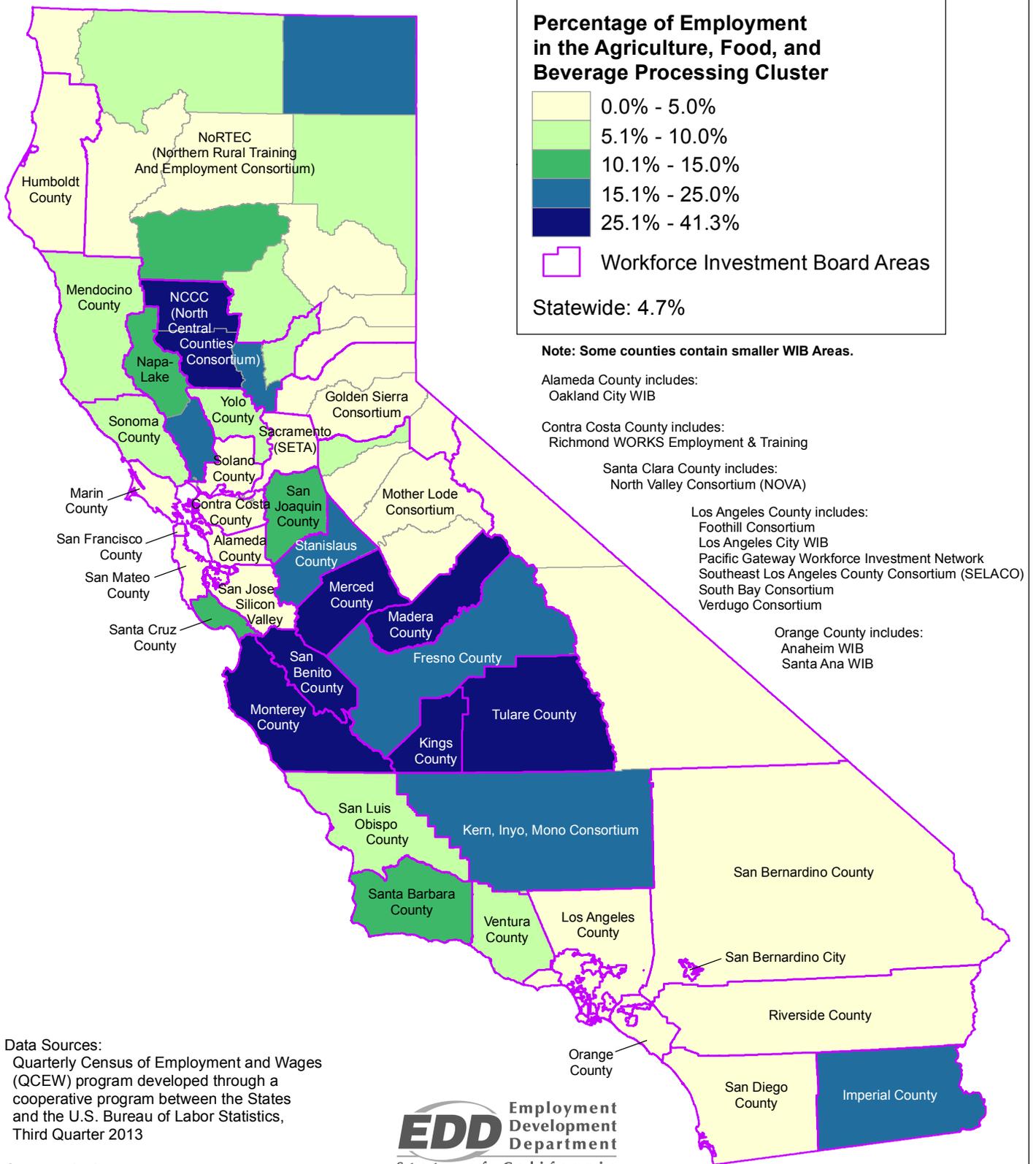
Data Sources:
 Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



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
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July 2014

EDD Employment Development Department
State of California

LaborMarketInfo