



Regional Economic Analysis Profile

Southern Region

June 2014



Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties



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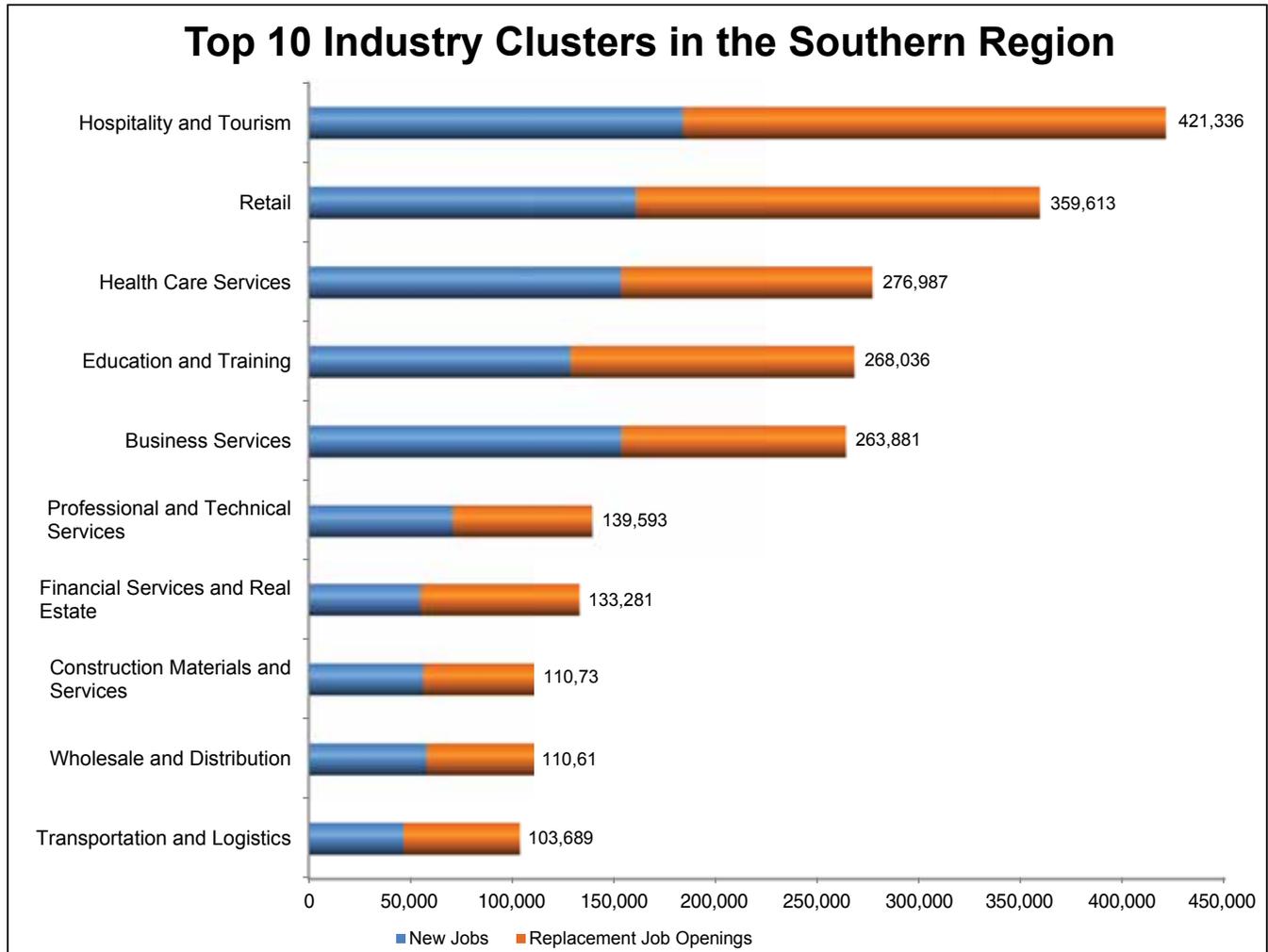
SUMMARY OF THE SOUTHERN REGION INDUSTRY CLUSTERS

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 SOUTHERN 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 Southern Region for the 2010-2020 projections period.

Top 10 Industry Clusters in the Southern Region	New Jobs¹	Replacement Needs²	Total Job Openings³
Hospitality and Tourism	184,000	237,336	421,336
Retail	161,120	198,493	359,613
Health Care Services	153,770	123,217	276,987
Education and Training	128,960	139,076	268,036
Business Services	153,970	109,911	263,881
Professional and Technical Services	70,690	68,903	139,593
Financial Services and Real Estate	54,780	78,501	133,281
Construction Materials and Services	56,260	54,479	110,739
Wholesale and Distribution	57,920	52,698	110,618
Transportation and Logistics	46,700	56,989	103,689

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. For 2012-2013*, this cluster comprised almost 750,000 workers, 10.8 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
- Amusement Parks and Arcades
- 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 almost 680,000 workers or about 9.8 percent of the region's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

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

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing home and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed nearly 635,000 people in the region as of 2012-2013*, accounting for 9.2 percent of the workforce. Industries in this cluster may include both public and private employment. Top industries within this cluster include:

- Offices of Physicians
- General Medical and Surgical Hospitals
- Nursing Care Facilities (Skilled Nursing Facilities)
- Home Health Care Services
- Outpatient Care Centers

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 145,000 people in the region, accounting for 2.1 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Other Schools and Instruction
- 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 more than 550,000 people during the 2012-2013*, almost 8 percent of the region's workforce. Top industries in this cluster include:

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

The **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2012- 2013*, more than 360,000 people were employed in the region, 5.2 percent of the region's workforce. Top industries within this cluster include:

- Management, Scientific, and Technical Consulting Services
- Architectural, Engineering, and Related Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Advertising, Public Relations, and Related Services
- Legal 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 350,000 people and accounted for over 5 percent of the region's workforce in 2012-2013*. Industries showing the highest projected job openings include:

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

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*, almost 280,000 workers made up the cluster's employment, representing 4 percent of the region's total workforce. Top industries in this cluster include:

- Building Equipment Contractors
- Building Finishing Contractors
- Foundation, Structure, and Building Exterior Contractors
- Residential Building Construction
- Nonresidential Building Construction

The **Wholesale and Distribution** cluster includes industries engaged in selling durable and nondurable goods to other businesses. Merchant wholesalers sell goods such as groceries, pharmaceuticals, and motor vehicles and parts. During 2012-2013*, more than 230,000 people were employed in the region, 3.3 percent of the region's workforce. Industries with the highest number of expected job openings include:

- Grocery and Related Product Merchant Wholesalers
- Professional and Commercial Equipment and Supplies Merchant Wholesalers
- Miscellaneous Durable Goods Merchant Wholesalers
- Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- Drugs and Druggists' Sundries Merchant Wholesalers

The **Transportation and Logistics** cluster is made up of interrelated industries such as refrigerated warehousing, self-storage facilities, freight transporting companies, and overnight delivery businesses. In 2012-2013*, over 245,000 workers were employed in this cluster, making up 3.6 percent of the region's workforce population. Top industries in this cluster include:

- General Freight Trucking
- Warehousing and Storage
- Couriers and Express Delivery Services
- Freight Transportation Arrangement
- Support Activities for Water Transportation

* 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 Southern 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

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

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

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

INDUSTRY CLUSTER DEFINITIONS

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
- 2382 Building Equipment Contractors
- 2383 Building Finishing Contractors
- 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

Wholesale and Distribution

- 4231 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- 4233 Lumber and Other Construction Materials Merchant Wholesalers

Wholesale and Distribution (continued)

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

Transportation and Logistics

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



Occupational Analysis: Hospitality and Tourism

Southern Region

June 2014

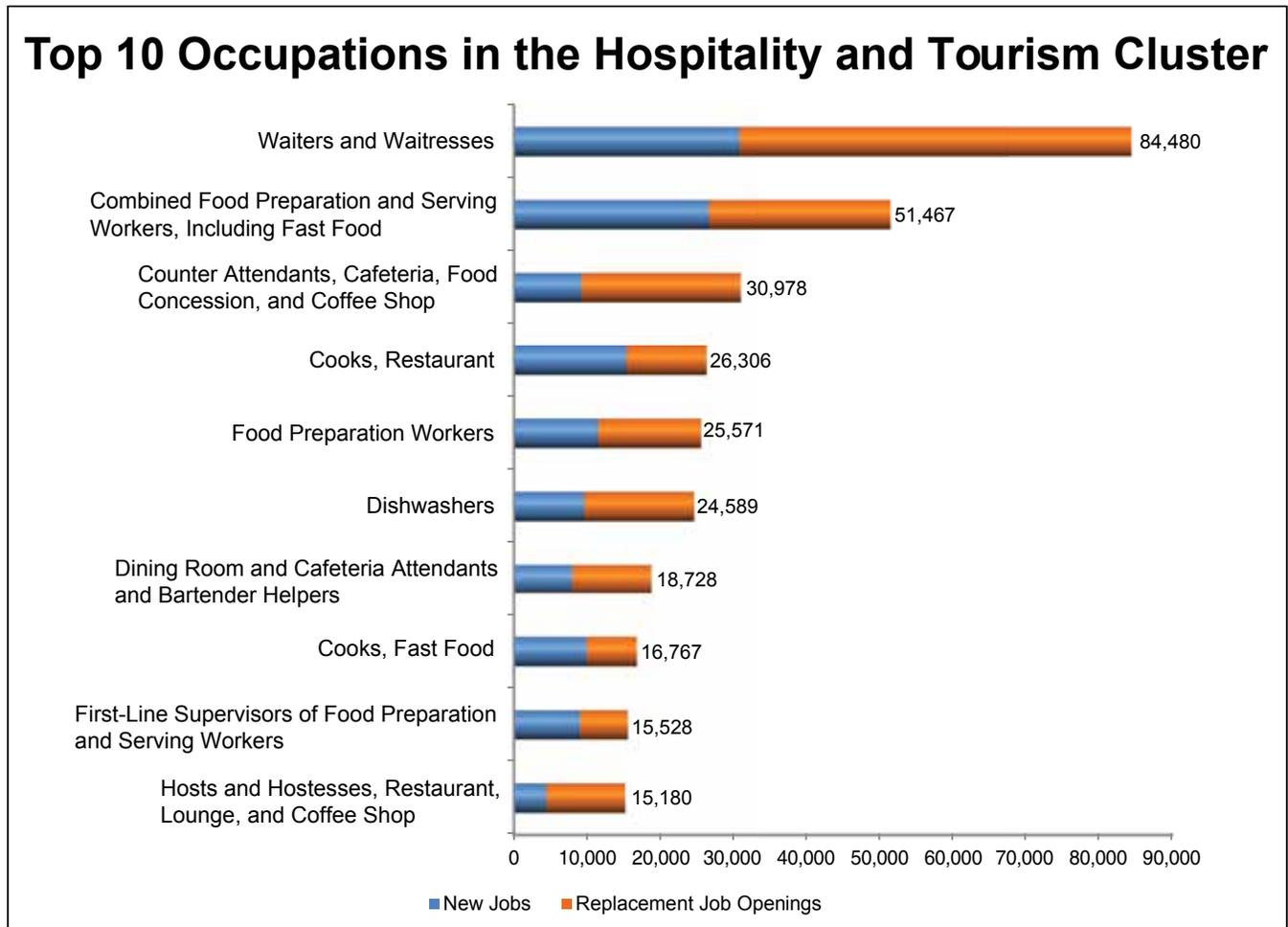
Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties

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 statewide new job growth plus replacement openings. In sum, these 10 occupations represent nearly three-fourths of the 421,000 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, coordination, service orientation, and social perceptiveness.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 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 recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupation	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	84,480	\$9.11	\$18,948	Less than high school	3,482
Combined Food Preparation and Serving Workers, Including Fast Food	51,467	\$9.13	\$18,990	Less than high school	3,527
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	30,978	\$9.71	\$20,205	Less than high school	809
Cooks, Restaurant	26,306	\$10.77	\$22,406	Less than high school	3,811
Food Preparation Workers	25,571	\$9.26	\$19,261	Less than high school	902
Dishwashers	24,589	\$9.13	\$18,993	Less than high school	1,347
Dining Room and Cafeteria Attendants and Bartender Helpers	18,728	\$9.11	\$18,939	Less than high school	1,051
Cooks, Fast Food	16,767	\$9.09	\$18,896	Less than high school	352
First-Line Supervisors of Food Preparation and Serving Workers	15,528	\$13.93	\$28,966	High school diploma or equivalent	8,914
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	15,180	\$9.18	\$19,091	Less than high school	1,025

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 May 9, 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 2012 entry-level education requirements, within the Hospitality and Tourism cluster. The table includes the region's projected total job openings and median hourly and annual wages. In addition, recent 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.

Occupation	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	1,847	\$50.55	\$105,147	3,600
Coaches and Scouts	1,398	N/A ⁹	\$38,134	737
Meeting, Convention, and Event Planners	624	\$25.15	\$52,317	410
Accountants and Auditors	478	\$33.71	\$70,118	10,171
Financial Managers	217	\$60.82	\$126,503	5,255
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	280	\$17.24	\$35,856	1,026
Audio and Video Equipment Technicians	164	\$23.93	\$49,778	360
Actors	75	\$45.97	N/A ¹⁰	486
Skincare Specialists	50	\$15.56	\$32,356	473
Computer Support Specialists	41	\$25.34	\$52,716	5,771
Requires a High School Diploma or Equivalent or Less				
Waiters and Waitresses	84,480	\$9.11	\$18,948	3,482
Combined Food Preparation and Serving Workers, Including Fast Food	51,467	\$9.13	\$18,990	3,527
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	30,978	\$9.71	\$20,205	809
Cooks, Restaurant	26,306	\$10.77	\$22,406	3,811
Food Preparation Workers	25,571	\$9.26	\$19,261	902

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 May 9, 2014.

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

⁹ Workers may not work full-time all year-round; therefore, it is not feasible to calculate an hourly wage.

¹⁰ There is wide variation in the number of hours worked by those employed as actors, dancers, musicians, and singers.

Skill Requirements in the Hospitality and Tourism Cluster

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

Occupation	Skills																							
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation Monitoring	Operations Analysis	Persuasion	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Writing
Requires a Bachelor’s Degree or Higher																								
Accountants and Auditors ¹¹	•	•			•		•			•	•					•				•	•			•
Coaches and Scouts		•		•	•	•	•		•		•								•	•		•		
Financial Managers, Branch or Department		•			•		•		•		•				•		•			•			•	•
General and Operations Managers	•	•		•	•				•		•						•		•	•				•
Meeting, Convention, and Event Planners		•		•	•						•	•		•			•	•		•			•	
Requires Some College, Postsecondary Non-Degree Award, or Associate’s Degree																								
Actors	•	•		•	•		•				•					•		•	•					•
Audio and Video Equipment Technicians	•	•		•	•	•					•		•				•			•				•
Computer Support Specialists ¹²	•	•		•	•	•					•					•	•		•					•
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		•	•	•	•									•		•	•	•	•					•
Food Preparation Workers		•	•	•	•		•				•						•	•	•				•	
Waiters and Waitresses		•		•	•	•	•	•			•				•		•	•						

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

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

¹² Skills listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

Work Activities in the Hospitality and Tourism Cluster

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

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	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	Interpreting the Meaning of Information for Others	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		
Requires a Bachelor's Degree or Higher																																		
Accountants and Auditors ¹³	●			●			●	●	●								●				●	●			●							●		
Coaches and Scouts		●					●	●				●					●				●		●			●	●				●			
Financial Managers							●	●		●							●				●	●		●	●	●		●				●		
General and Operations Managers			●	●		●	●										●			●	●					●	●		●					
Meeting, Convention, and Event Planners			●	●			●		●		●	●									●		●			●	●							
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																		
Actors				●	●			●							●	●	●			●		●	●							●				
Audio and Video Equipment Technicians				●	●		●					●		●			●	●									●		●		●		●	
Computer Support Specialists ¹⁴				●			●		●			●		●			●			●			●							●		●		
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			●		●	●		●			●						●			●	●					●	●				●			
Food Preparation Workers			●		●	●					●	●	●				●			●	●			●							●			
Waiters and Waitresses			●		●	●		●		●	●											●	●				●	●						

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

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

¹⁴ Work Activities listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

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 for each provides a sample of related occupations. With additional preparation, these related occupations match 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	
Accountants and Auditors	<ul style="list-style-type: none"> Financial Analysts Personal Financial Advisors Risk Management Specialists
Coaches and Scouts	<ul style="list-style-type: none"> Secondary School Teachers, Except Special and Career/Technical Education Career/Technical Education Teachers, Middle School Vocational Education Teachers, Postsecondary
Financial Managers	<ul style="list-style-type: none"> Auditors Sales Agents, Financial Services Sales Managers
General and Operations Managers	<ul style="list-style-type: none"> First-Line Supervisors of Office and Administrative Support Workers Wholesale and Retail Buyers, Except Farm Products Logistics Managers
Meeting Convention and Event Planners	<ul style="list-style-type: none"> Human Resources Specialists Marketing Managers Public Relations Specialists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Actors	<ul style="list-style-type: none"> Singers Radio and Television Announcers Public Address System and Other Announcers
Audio and Video Equipment Technicians	<ul style="list-style-type: none"> Computer User Support Specialists Film and Video Editors Audio-Visual and Multimedia Collections Specialists
Computer Support Specialists	<ul style="list-style-type: none"> Web Administrators Desktop Publishers Electrical Engineering Technicians
Massage Therapists	<ul style="list-style-type: none"> Skincare Specialists Hairdressers, Hairstylists, and Cosmetologists Manicurists and Pedicurists
Skincare Specialists	<ul style="list-style-type: none"> Massage Therapists Shampooers Manicurists and Pedicurists
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Cooks, Short Order Cooks, Fast Food Cashiers
Cooks, Restaurant	<ul style="list-style-type: none"> Bakers Butchers and Meat Cutters Cooks, Institution and Cafeteria
Counter Attendants, Cafeteria, Food, Concession and Coffee Shop	<ul style="list-style-type: none"> Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Ushers, Lobby Attendants, and Ticket Takers Cooks, Fast Food
Food Preparation Workers	<ul style="list-style-type: none"> Meat, Poultry, and Fish Cutters and Trimmers Combined Food Preparation and Serving Workers, Including Fast Food Cooks, Short Order
Waiters and Waitresses	<ul style="list-style-type: none"> Cashiers Food Servers, Nonrestaurant Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop

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

Employer Demand for the Hospitality and Tourism Cluster

The following table lists the Southern Region's employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending May 9, 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 ¹⁵ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Marriott	1,310	1,399	-89	-6.4%
24 Hour Fitness	1,025	350	675	192.9%
Pizza Hut	787	464	323	69.6%
Starbucks	575	166	409	246.4%
Panda Express	411	25	386	1,544.0%
The Walt Disney Company	369	149	220	147.7%
The Ritz-Carlton Hotel Company, L.L.C.	364	57	307	16.7%
Hyatt	343	334	9	2.7%
The Cheesecake Factory	307	105	202	192.4%
Hilton Hotels & Resorts	304	529	-225	-42.5%
Gold's Gym	285	51	234	458.8%
Panda Restaurant Group	229	633	-404	-63.8%
Sodexo, Inc.	179	171	8	4.7%
McDonald's Corporation	177	704	-527	-74.9%
Hyatt Hotels	164	0	164	N/A
Inverness Hotel	141	0	141	N/A
Universal Studios, Inc.	117	0	117	N/A
Chipotle	113	83	30	36.1%
Wyndham Hotel Group	108	12	96	800.0%
TravelMax	107	7	100	1,428.6%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 9, 2014.

¹⁵ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

The table below provides examples of instructional programs related to 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 the California Community Colleges.

Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Actors	50.0501	Drama and Dramatics/Theatre Arts, General	N/A	N/A
	50.0506	Acting		
	50.0509	Musical Theatre		
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
Computer Support Specialists	01.0106	Agricultural Business Technology	N/A	N/A
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	N/A	N/A	N/A	N/A
Food Preparation Workers	N/A	N/A	130630	Culinary Arts
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork Therapy		
	51.3503	Somatic Bodywork		
Skincare Specialists	12.0408	Facial Treatment Specialist/ Facialist	300700	Cosmetology and Barbering
	12.0409	Aesthetician/Esthetician and Skin Care Specialist		
	12.0414	Master Aesthetician/Esthetician		
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.ipeds.gov) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk 6th Edition \(2009\)](http://www.cccco.edu), www.cccco.edu.

Placeholder for GIS Maps

Placeholder for GIS Maps



Occupational Analysis: Retail Cluster

Southern Region

June 2014

Los Angeles, Orange, Riverside, San Bernardino, 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 statewide new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 359,000 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as critical thinking, active listening, speaking, and reading comprehension.¹⁶



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.

¹⁶ 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 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.

Occupation	Total Job Openings ¹⁷ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁸	HWOL Job Advertisements ¹⁹ (120 days)
Retail Salespersons	100,712	\$10.45	\$21,731	Less than high school	12,888
Cashiers	86,805	\$9.55	\$19,876	Less than high school	1,791
Stock Clerks and Order Fillers	24,946	\$11.15	\$23,180	Less than high school	3,306
First-Line Supervisors of Retail Sales Workers	23,241	\$19.07	\$39,666	High school diploma or equivalent	10,378
Combined Food Preparation and Serving Workers, Including Fast Food	8,168	\$9.13	\$18,990	Less than high school	3,474
Laborers and Freight, Stock, and Material Movers, Hand	7,710	\$11.30	\$23,511	Less than high school	1,826
Packers and Packagers, Hand	6,262	\$9.54	\$19,851	Less than high school	257
Automotive Service Technicians and Mechanics	5,782	\$17.80	\$37,026	High school diploma or equivalent	2,983
Pharmacy Technicians	5,359	\$17.42	\$36,236	High school diploma or equivalent	910
Customer Service Representatives	5,123	\$17.30	\$35,988	High school diploma or equivalent	12,533

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 May 7, 2014.

¹⁷ Total job openings are the sum of new jobs and replacement needs.

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

¹⁹ 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 2012 entry-level education requirements, within the Retail cluster. The table includes the Southern region's projected total job openings and median hourly and annual wages. In addition, recent 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.

Occupation	Total Job Openings ²⁰ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Pharmacists	4,130	\$64.70	\$134,572	738
Sales Managers	3,084	\$55.03	\$114,462	5,057
General and Operations Managers	2,791	\$50.55	\$105,147	3,540
Cost Estimators	521	\$30.34	\$63,112	674
Market Research Analysts and Marketing Specialists	434	\$29.86	\$62,116	3,801
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Computer, Automated Teller, and Office Machine Repairers	660	\$20.29	\$42,215	93
Computer Support Specialists	624	\$25.34	\$52,716	5,728
First-Line Supervisors of Production and Operating Workers	412	\$24.99	\$51,982	4,594
Electronic Equipment Installers and Repairers, Motor Vehicles	398	\$16.34	\$33,985	44
Hairdressers, Hairstylists, and Cosmetologists	307	\$10.36	\$21,552	2,002
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	100,712	\$10.45	\$21,731	12,888
Cashiers	86,805	\$9.55	\$19,876	1,791
Stock Clerks and Order Fillers	24,946	\$11.15	\$23,180	3,306
First-Line Supervisors of Retail Sales Workers	23,241	\$19.07	\$39,666	10,378
Combined Food Preparation and Serving Workers, Including Fast Food	8,168	\$9.13	\$18,990	3,474

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 May 7, 2014.

²⁰ Total job openings are the sum of new jobs and replacement needs.

Skill Requirements in the Retail Cluster

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

Occupation	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	Persuasion	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																													
Cost Estimators	•	•	•		•						•		•	•					•					•					•
General and Operations Managers	•	•		•	•							•		•					•				•	•					•
Market Research Analysts and Marketing Specialists	•	•	•		•				•										•					•	•	•			•
Pharmacists	•	•			•			•	•					•					•		•			•					•
Sales Managers			•	•	•				•			•		•				•					•	•			•		
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																													
Computer Support Specialists ²¹	•	•		•	•			•						•					•			•		•					•
Computer, Automated Teller, and Office Machine Repairers	•	•		•	•									•		•	•		•	•								•	
Electronic Equipment Installers and Repairers, Motor Vehicles		•	•		•	•	•										•		•	•				•				•	
First-Line Supervisors of Production and Operating Workers		•	•	•	•							•							•				•	•			•		•
Hairdressers, Hairstylists, and Cosmetologists	•	•			•			•		•				•				•				•	•	•					
Requires a High School Diploma or Equivalent or Less																													
Cashiers		•		•	•									•					•			•	•	•			•		•
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•			•	•	•		•										•	•	•					
First-Line Supervisors of Retail Sales Workers					•			•				•		•	•				•	•			•	•			•		
Retail Salespersons		•		•	•									•	•				•	•			•	•	•				
Stock Clerks and Order Fillers ²²	•	•	•	•	•			•						•					•			•	•						

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

²¹ Skills listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

²² Skills listed represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Work Activities in the Retail Cluster

The table below lists the top 10 work activities required for the top occupations in the Retail cluster. The most common include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; organizing, planning, and prioritizing work; and updating and using relevant knowledge.

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	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Estimating the Quantifiable Characteristics of Products, Events, or Information	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	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																																
Cost Estimators	●			●			●	●	●							●			●			●	●								●	
General and Operations Managers			●	●	●			●								●		●	●							●	●		●			
Market Research Analysts and Marketing Specialists	●			●	●				●						●					●			●									●
Pharmacists	●	●							●		●				●			●		●	●		●									●
Sales Managers			●	●	●		●		●				●				●			●							●	●				
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																
Computer Support Specialists ²³				●				●			●			●	●	●			●			●							●	●		
Computer, Automated Teller, and Office Machine Repairers				●				●						●	●	●			●						●	●				●	●	
Electronic Equipment Installers and Repairers, Motor Vehicles					●			●			●			●				●		●		●			●				●	●		●
First-Line Supervisors of Production and Operating Workers		●		●	●	●		●				●	●									●				●	●					
Cosmetologists		●	●					●			●		●							●	●		●						●	●		●
Requires a High School Diploma or Equivalent or Less																																
Cashiers			●	●				●			●		●			●					●	●				●	●					
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●			●			●		●	●							●					●					●	
First-Line Supervisors of Retail Sales Workers		●		●				●			●						●			●	●					●	●					
Retail Salespersons			●	●				●					●			●				●	●						●	●				●
Stock Clerks and Order Fillers ²⁴				●	●			●					●	●						●	●	●							●	●		●

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

²³ Work activities listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

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

Related Occupations for the Retail Cluster

The table below lists top occupations in the Retail cluster by entry-level education requirements, and for each provides a sample of related occupations. With additional preparation, these related occupations match 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"> • Nursing Instructors and Teachers, Postsecondary • Health Specialties Teachers, Postsecondary • Medical Scientists, Except Epidemiologists
Sales Managers	<ul style="list-style-type: none"> • Financial Managers, Branch or Department • Logistics Managers • Public Relations and Fundraising Managers
General and Operations Managers	<ul style="list-style-type: none"> • Logistics Managers • Storage and Distribution Managers • First-Line Supervisors of Office and Administrative Support Workers
Cost Estimators	<ul style="list-style-type: none"> • Risk Management Specialists • Regulatory Affairs Specialists • Financial Analysts
Market Research Analysts and Marketing Specialists	<ul style="list-style-type: none"> • Risk Management Specialists • Management Analysts • Marketing Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> • Electrical Engineering Technicians • Audio and Video Equipment Technicians • Electronic Home Entertainment Equipment Installers and Repairers
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"> • First-Line Supervisors of Mechanics, Installers, and Repairers • First-Line Supervisors of Construction Trades and Extraction Workers • First-Line Supervisors of Agricultural Crop and Horticultural Workers
Electronic Equipment Installers and Repairers, Motor Vehicles	<ul style="list-style-type: none"> • Automotive Master Mechanics • Automotive Specialty Technicians • Heating and Air Conditioning Mechanics and Installers
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> • Skincare Specialists • Massage Therapists • Manicurists and Pedicurists
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> • Hotel, Motel, and Resort Desk Clerks • First-Line Supervisors of Retail Sales Workers • Counter and Rental Clerks
Cashiers	<ul style="list-style-type: none"> • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Counter and Rental Clerks • Amusement and Recreation Attendants
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> • Marking Clerks • Stock Clerks- Stockroom, Warehouse, or Storage Yard • Counter and Rental Clerks
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> • Retail Salespersons • Hotel, Motel, and Resort Desk Clerks • Dispatchers, Except Police, Fire, and Ambulance
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cooks, Fast Food • Cooks, Short Order • Food Servers, Nonrestaurant

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

Employer Demand for the Retail Cluster

The following table lists the Southern region's employers in the Retail cluster who posted the most job advertisements during the 120-day period ending May 7, 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 ²⁵ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Sears Holdings Corporation	1,003	630	373	59.2%
Lowe's	832	785	47	6.0%
Macy's	819	475	344	72.4%
Nordstrom	704	853	-149	-17.5%
AutoNation	490	478	12	2.5%
DELL	438	236	202	85.6%
CVS Caremark	429	880	-451	-51.3%
Home Depot	420	1,012	-592	-58.5%
Harbor Freight Tools	392	282	110	39.0%
Whole Foods	372	1	371	37,100.0%
Best Buy	372	100	272	272.0%
Staples	358	210	148	70.5%
Amazon.com	355	263	92	35.0%
T-Mobile	332	298	34	11.4%
Toys"R"Us	289	184	105	57.1%
Firestone	277	13	264	2,030.8%
Forever 21, Inc.	272	459	-187	-40.7%
Ross Dress For Less	248	185	63	34.1%
Office Depot	214	238	-24	-10.1%
The Childrens Place	190	4	186	4,650.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 7, 2014.

²⁵ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

The table below provides examples of instructional programs related to 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 the California Community Colleges.

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
Combined Food Preparation and Serving Workers, Including Fast Food	N/A	N/A	N/A	N/A
Computer Support Specialist	11.1006 11.1001 11.1003	Computer Support Specialist Network and System Administration/Administrator Computer and Information Systems Security/Information Assurance	N/A	N/A
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Electronic Equipment Installers and Repairers, Motor Vehicles	47.0604	Automobile/Automotive Mechanics Technology/Technician	094800	Automotive 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	01.0608 19.0203 52.1899	Floriculture/Floristry Operations and Management Consumer Merchandising/Retailing Management General Merchandising, Sales, and Related Marketing Operations, Other	010920 050650 050970	First-Line Supervisors/Managers of Retail Sales Workers Retail Store Operations and Management E-Commerce (business emphasis)
Hairdressers, Hairstylists, and Cosmetologists	12.0404 12.0406 12.0412	Electrolysis/Electrology and Electrolysis Technician Make-Up Artist/Specialist Salon/Beauty Salon Management/Manager	300700	Cosmetology and Barbering
Retail Salespersons	N/A	N/A	050650 050900 050940	Retail Store Operations and Management Marketing and Distribution 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.

Placeholder for GIS Maps

Placeholder for GIS Maps



Occupational Analysis: Health Care Services

Southern Region

June 2014

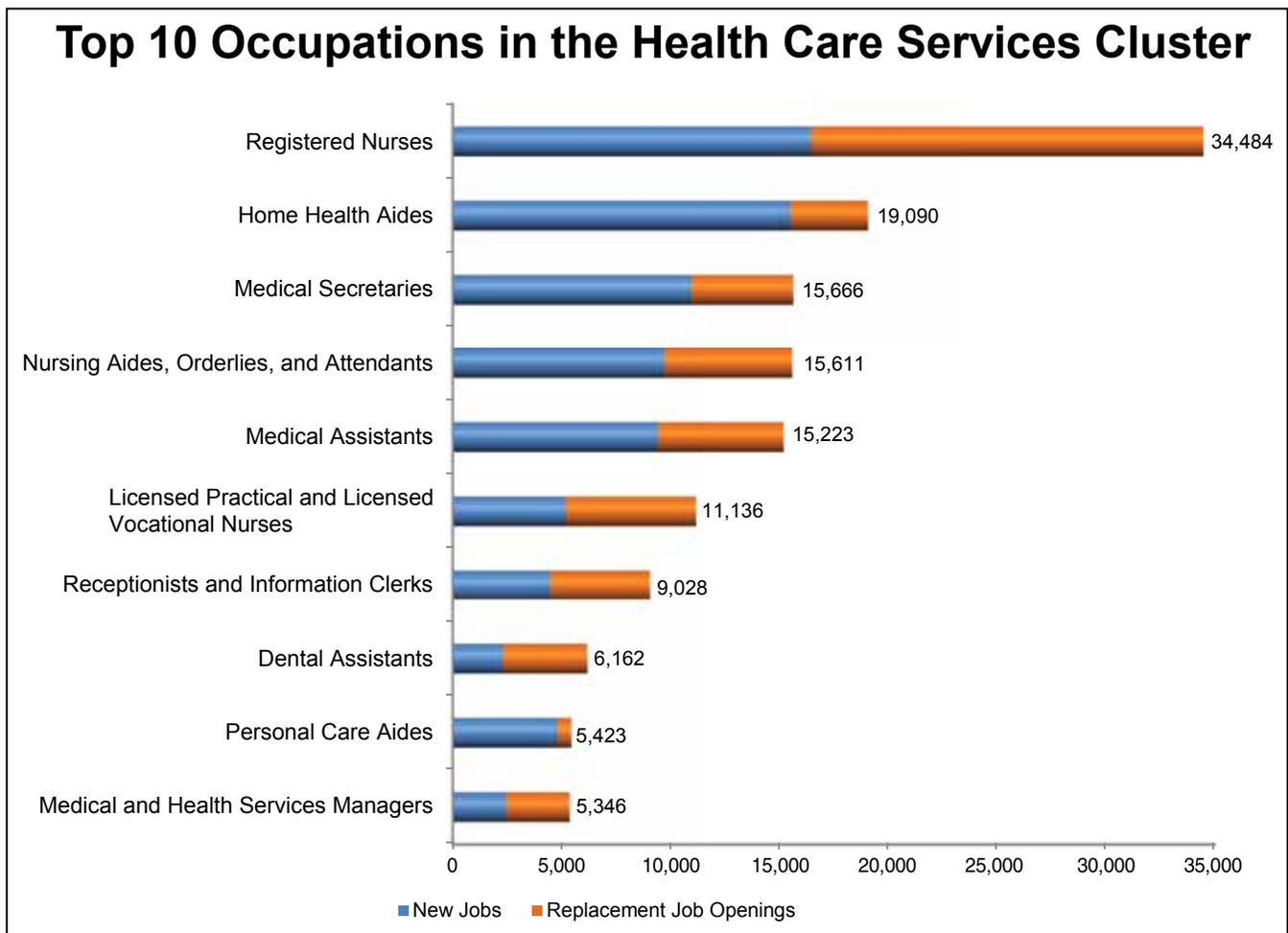
Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties

What is the Health Care Services Cluster?

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

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the region's new job growth plus replacement openings. In sum, these 10 occupations represent nearly half of the 276,000 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, critical thinking, and speaking.²⁶



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.

²⁶ U.S. Department of Labor's *Occupational Information Network (O*NET)* at www.onetonline.org.

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

The table below further profiles the top 10 occupations in the Health Care Services 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 recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupation	Total Job Openings ²⁷ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁸	HWOL Job Advertisements ²⁹ (120 days)
Registered Nurses	34,484	\$43.53	\$90,558	Associate's degree	17,219
Home Health Aides	19,090	\$11.20	\$23,285	Less than high school	1,711
Medical Secretaries	15,666	\$17.25	\$35,881	High school diploma or equivalent	4,674
Nursing Aides, Orderlies, and Attendants ³⁰	15,611	\$13.18	\$27,413	Postsecondary non-degree award	1,128
Medical Assistants	15,223	\$14.97	\$31,137	Postsecondary non-degree award	2,728
Licensed Practical and Licensed Vocational Nurses	11,136	\$24.08	\$50,086	Postsecondary non-degree award	2,439
Receptionists and Information Clerks	9,028	\$13.52	\$28,113	High school diploma or equivalent	4,130
Dental Assistants	6,162	\$16.91	\$35,164	Postsecondary non-degree award	2,431
Personal Care Aides	5,423	\$10.07	\$20,940	Less than high school	3,533
Medical and Health Services Managers	5,346	\$51.43	\$106,965	Bachelor's degree	3,990

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 May 16, 2014*.

²⁷ Total job openings are the sum of new jobs and replacement needs.

²⁸ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²⁹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

³⁰ Wages for this occupation represent Nursing Assistants.

Top Occupations for the Health Care Services Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics 2012 entry-level education requirements, within the Health Care Services cluster. The table includes the region's projected total job openings and median hourly and annual wages. In addition, recent 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.

Occupation	Total Job Openings ³¹ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Medical and Health Services Managers	5,346	\$51.43	\$106,965	3,990
Internists, General	3,175	\$88.25	\$183,568	178
Physical Therapists	2,708	\$42.81	\$89,040	1,639
Family and General Practitioners	2,641	>\$90.00	>\$187,200	675
Medical and Clinical Laboratory Technologists	2,516	\$37.32	\$77,626	420
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	34,484	\$43.53	\$90,558	17,219
Nursing Aides, Orderlies, and Attendants ³²	15,611	\$13.18	\$27,413	1,128
Medical Assistants	15,223	\$14.97	\$31,137	2,728
Licensed Practical and Licensed Vocational Nurses	11,136	\$24.08	\$50,086	2,439
Dental Assistants	6,162	\$16.91	\$35,164	2,431
Requires a High School Diploma or Equivalent or Less				
Home Health Aides	19,090	\$11.20	\$23,285	1,711
Medical Secretaries	15,666	\$17.25	\$35,881	4,674
Receptionists and Information Clerks	9,028	\$13.52	\$28,113	4,130
Personal Care Aides	5,423	\$10.07	\$20,940	3,533
First-Line Supervisors of Office and Administrative Support Workers	4,213	\$26.59	\$55,303	9,869

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 May 16, 2014.

³¹ Total job openings are the sum of new jobs and replacement needs.

³² Wages for this occupation represent Nursing Assistants.

Skill Requirements in the Health Care Services Cluster

The table below lists the top 10 skills required for the top Health Care Services cluster occupations. Active listening, critical thinking, and speaking are the most commonly shared skills, followed by reading comprehension and social perceptiveness. 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	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Operation Monitoring	Operations Analysis	Quality Control Analysis	Reading Comprehension	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Writing
Requires a Bachelor's Degree or Higher																				
Family and General Practitioners	•	•	•		•		•							•	•		•	•		•
Internists, General	•	•	•		•		•							•	•		•	•		•
Medical and Clinical Laboratory Technologists	•	•			•				•	•		•	•	•	•			•		•
Medical and Health Services Managers		•		•	•		•		•	•		•		•				•	•	
Physical Therapists		•		•	•	•	•							•		•	•	•		•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Dental Assistants	•	•			•	•				•				•		•	•	•		•
Licensed Practical and Licensed Vocational Nurses		•		•	•		•			•				•		•	•	•	•	
Medical Assistants	•	•		•	•					•				•		•	•	•		•
Nursing Aides, Orderlies, and Attendants ³³	•	•		•	•					•				•		•	•	•		•
Registered Nurses	•	•		•	•	•				•				•		•	•	•		
Requires a High School Diploma or Equivalent or Less																				
First-Line Supervisors of Office and Administrative Support Workers		•		•	•			•		•				•			•	•	•	•
Home Health Aides	•	•		•	•	•	•			•						•	•	•		
Medical Secretaries		•	•	•	•									•		•	•	•	•	•
Personal Care Aides	•	•		•	•					•				•		•	•	•		•
Receptionists and Information Clerks		•	•	•	•					•				•		•	•	•		•

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

³³ Skills listed represent Nursing Assistants, a new classification.

Work Activities in the Health Care Services Cluster

The table below lists the top 10 work activities required for the top occupations in the Health Care Services cluster. The most common include establishing and maintaining interpersonal relationships, assisting and caring for others, 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	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	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	Processing Information	Provide Consultation and Advice to Others	Resolving Conflicts and Negotiating with Others	Thinking Creatively	Updating and Using Relevant Knowledge	
Requires a Bachelor's Degree or Higher																									
Family and General Practitioners	●	●					●	●	●				●	●	●						●				●
Internists, General	●	●					●		●				●	●	●				●	●					●
Medical and Clinical Laboratory Technologists	●				●		●		●				●	●	●		●			●					●
Medical and Health Services Managers			●		●	●		●		●				●		●	●				●	●			
Physical Therapists		●					●	●				●	●	●	●				●					●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																									
Dental Assistants		●						●	●	●		●	●	●	●		●								●
Licensed Practical and Licensed Vocational Nurses		●			●		●	●				●	●	●	●		●								●
Medical Assistants		●			●		●	●		●			●		●		●		●						●
Nursing Aides, Orderlies, and Attendants ³⁴		●			●		●	●		●		●	●	●	●		●			●					
Registered Nurses		●			●		●	●		●		●	●	●	●		●			●					●
Requires a High School Diploma or Equivalent or Less																									
First-Line Supervisors of Office and Administrative Support Workers			●	●	●	●		●		●	●						●					●			●
Home Health Aides		●			●		●	●		●		●	●	●	●		●								
Medical Secretaries		●		●	●			●		●			●	●			●		●			●			●
Personal Care Aides		●			●			●		●			●	●	●		●			●					●
Receptionists and Information Clerks		●		●	●			●		●					●		●	●	●						●

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

³⁴ Work activities listed represent Nursing Assistants, a new classification.

Related Occupations for the Health Care Services Cluster

The table below lists top occupations in the Health Care Services cluster by entry-level education requirements, and for each provides a sample of related occupations. With additional preparation, these related occupations match the skills, education, and work experience needed for the top Health Care Services cluster occupations.

Health Care Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Family and General Practitioners	<ul style="list-style-type: none"> • Nurse Practitioners • Pharmacists • Physician Assistants
Internists, General	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Pediatricians, General • Surgeons
Medical and Clinical Laboratory Technologists	<ul style="list-style-type: none"> • Cytogenetic Technologists • Diagnostic Medical Sonographers • Neurodiagnostic Technologists
Medical and Health Services Managers	<ul style="list-style-type: none"> • Education Administrators, Elementary and Secondary School • Management Analysts • Training and Development Managers
Physical Therapists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Occupational Therapists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Dental Assistants	<ul style="list-style-type: none"> • Dental Hygienists • Medical Assistants • Veterinary Technologists and Technicians
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Cardiovascular Technologists and Technicians • Dental Assistants • Radiologic Technicians
Medical Assistants	<ul style="list-style-type: none"> • Pharmacy Technicians • Physical Therapist Assistants • Speech-Language Pathology Assistants
Nursing Aides, Orderlies, and Attendants ³⁵	<ul style="list-style-type: none"> • N/A
Registered Nurses	<ul style="list-style-type: none"> • Cardiovascular Technologists and Technicians • Emergency Medical Technicians and Paramedics • Licensed Practical and Licensed Vocational Nurses
Requires a High School Diploma or Equivalent or Less	
First-Line Supervisors of Office and Administrative Support Workers	<ul style="list-style-type: none"> • First-Line Supervisors of Non-Retail Sales Workers • Human Resources Specialists • Training and Development Managers
Home Health Aides	<ul style="list-style-type: none"> • Childcare Workers • Medical Assistants • Occupational Therapy Aides
Medical Secretaries	<ul style="list-style-type: none"> • Bill and Account Collectors • Medical Records and Health Information Technicians • Receptionists and Information Clerks
Personal Care Aides	<ul style="list-style-type: none"> • Home Health Aides • Occupational Therapy Aides • Physical Therapist Aides
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Bill and Account Collectors • Customer Service Representatives • Medical Secretaries

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

³⁵ Currently no related occupations reported by O*NET.

Employer Demand for the Health Care Services Cluster

The following table lists the Southern Region's employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending May 16, 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.

Health Care Services Cluster Employers	Recent Job Advertisements ³⁶ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Kaiser Permanente	1,198	1,254	-56	-4.5%
Dignity Health	850	824	26	3.2%
Providence Health & Services	776	1239	-463	-37.4%
Tenet Healthcare Corporation	683	588	95	16.2%
DaVita, Inc.	500	532	-32	-6.0%
Quest Diagnostics	422	737	-315	-42.7%
HealthPartners	325	358	-33	-9.2%
Loma Linda University	309	266	43	16.2%
City Of Hope	307	477	-170	-35.6%
All's Well Health Care Services	285	91	194	213.2%
HCA - The Healthcare Company	283	212	71	33.5%
Memorial Health	281	355	-74	-20.8%
Eisenhower Medical Center	222	320	-98	-30.6%
Corona Regional Medical Center	215	85	130	152.9%
Desert Regional Medical Center	209	169	40	23.7%
Antelope Valley Hospital	208	127	81	63.8%
Pacific Dental Services, Inc.	204	202	2	1.0%
Hoag Hospital	198	414	-216	-52.2%
Molina Healthcare, Inc.	195	397	-202	-50.9%
Onward Healthcare	192	167	25	15.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 16, 2014.

³⁶ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Health Care Services Cluster Occupations

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

Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Dental Assistants	51.0601	Dental Assisting/Assistant	124010	Dental Assistant
First-Line Supervisors of Office and Administrative Support Workers	51.0705	Medical Office Management/Administration	050630	Management Development and Supervision
	51.0711	Medical/Health Management and Clinical Assistant/Specialist	051440	Office Management
	52.0204	Office Management and Supervision		
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Licensed Practical and Licensed Vocational Nurses	51.3901	Licensed Practical/Vocational Nurse Training	123020	Licensed Vocational Nursing
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Medical Assistants	51.0801	Medical/Clinical Assistant	120800	Medical Assisting
	51.0809	Anesthesiologist Assistant	120810	Clinical Medical Assisting
	51.0813	Chiropractic Assistant/Technician	120820	Administrative Medical Assisting
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0714	Medical Insurance Specialist/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Nursing Aides, Orderlies, and Attendants ³⁷	51.2601	Health Aide	123030	Certified Nurse Assistant
	51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide		
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	N/A	N/A
Receptionists and Information Clerks	52.0406	Receptionist	120830	Health Facility Unit Coordinator
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3814	Critical Care Nursing	123010	Registered Nursing
	51.3821	Geriatric Nurse/Nursing		

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

³⁷ The CIP codes represent Nursing Assistants; the TOP code represents Nursing Aides.

Placeholder for GIS Maps

Placeholder for GIS Maps