

Regional Economic Analysis Profile

Southern Economic Sub-Market

Los Angeles County

April 2015



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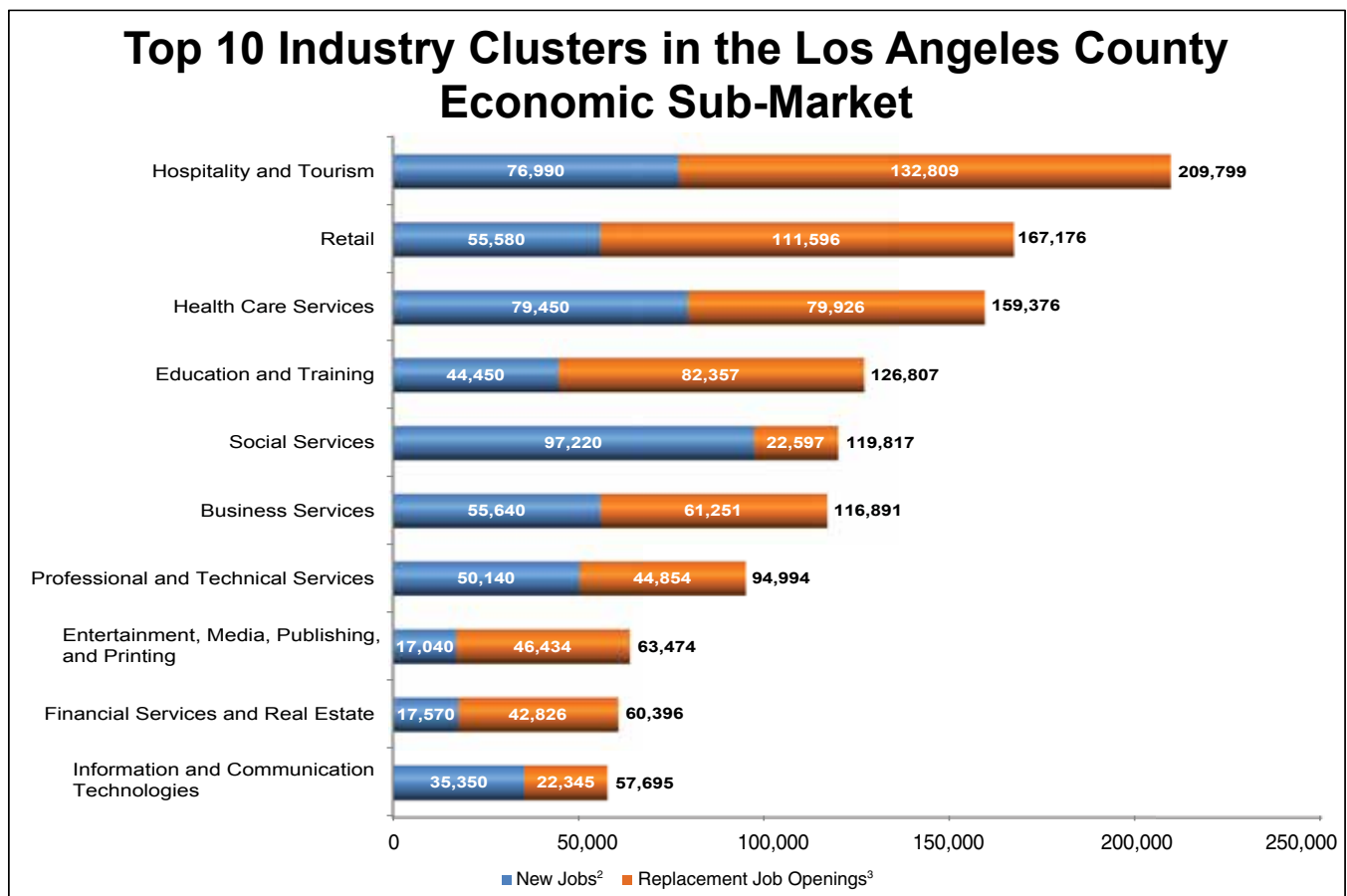
SUMMARY OF THE LOS ANGELES COUNTY ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

What is an Industry Cluster?

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

Purpose of this Report

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



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

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

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

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

INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the Los Angeles County Economic Sub-Market's top 10 industry clusters followed by a list of the top industries with the highest total projected job openings in the cluster.

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2013-2014,* this cluster comprised more than 419,000 workers, or 10.9 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Special Food Services
- Drinking Places (Alcoholic Beverages)

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,* this cluster employed more than 367,000 workers, or 9.6 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

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

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing homes and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed more than 413,000 people in the economic sub-market's during 2013-2014,* accounting for 10.8 percent of the workforce. Industries in this cluster may include both public and private employment. Top industries within this cluster include:

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

The **Education and Training** industry cluster is comprised of public and private elementary and high schools, community colleges, universities, and professional schools with programs such as dental, law, and medical. Other establishments include English as a Second Language (ESL) programs, test preparation and tutoring, or driving instruction. During 2013-2014,* this cluster employed nearly 351,000 people in the economic sub-market's, accounting for 9.1 percent of the workforce. Top industries within this cluster include:

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

The **Social Services** industry cluster is comprised of establishments and agencies (public and private) that provide non-residential services for the welfare of children, adults, the elderly, and disabled. Examples include nonmedical in-home care programs, day care centers, and community food banks. In total, the cluster employed more than 219,000 people and accounted for 5.7 percent of the economic sub-market's workforce in 2013-2014.* Industries include:

- Individual and Family Services
- Child Day Care Services
- Community Food and Housing, and Emergency and Other Relief Services
- Vocational Rehabilitation 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 309,000 people during 2013-2014,* 8.1 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

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

INDUSTRY CLUSTER DESCRIPTIONS

The **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2013-2014,* nearly 237,000 people were employed, or 6.2 percent of the economic sub-market's workforce. Top industries within this cluster include:

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

The **Entertainment, Media, Publishing, and Printing** cluster is comprised of industries related to movie and video production and distribution, radio and television broadcasting, newspaper and book publishing, cable programming, and performing arts companies. This cluster employed more than 198,000 people during 2013-2014,* 5.2 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Motion Picture and Video Industries
- Independent Artists, Writers, and Performers
- Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
- Performing Arts Companies
- Radio and Television Broadcasting

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 190,000 people, which accounted for 5 percent of the economic sub-market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

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

The **Information and Communication Technologies** industry cluster includes interdependent industries related to computers and peripheral equipment, as well as software design and manufacturing, computer programming services, installation services, and wireless telecommunications carriers. For 2013-2014,* this cluster employed more than 116,000 workers, or 3 percent of the economic sub-market's total employment. Industries with the highest number of expected job openings include:

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

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

INDUSTRY CLUSTER DEFINITIONS

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

Hospitality and Tourism

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

Retail

- 4411 Automobile Dealers
- 4412 Other Motor Vehicle Dealers
- 4413 Automotive Parts, Accessories, and Tire Stores
- 4431 Electronics and Appliance Stores
- 4441 Building Material and Supplies Dealers
- 4451 Grocery Stores
- 4452 Specialty Food Stores
- 4453 Beer, Wine, and Liquor Stores
- 4461 Health and Personal Care Stores
- 4471 Gasoline Stations
- 4481 Clothing Stores
- 4482 Shoe Stores
- 4483 Jewelry, Luggage, and Leather Goods Stores
- 4511 Sporting Goods, Hobby, and Musical Instrument Stores
- 4521 Department Stores
- 4529 Other General Merchandise Stores
- 4532 Office Supplies, Stationery, and Gift Stores
- 4533 Used Merchandise Stores
- 4542 Vending Machine Operators

Health Care Services

- 6211 Offices of Physicians
- 6212 Offices of Dentists
- 6213 Offices of Other Health Practitioners
- 6214 Outpatient Care Centers
- 6215 Medical and Diagnostic Laboratories
- 6216 Home Health Care Services

Health Care Services (Continued)

- 6219 Other Ambulatory Health Care Services
- 6221 General Medical and Surgical Hospitals
- 6222 Psychiatric and Substance Abuse Hospitals
- 6223 Specialty (except Psychiatric and Substance Abuse) Hospitals
- 6231 Nursing Care Facilities (Skilled Nursing Facilities)
- 6232 Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities
- 6233 Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- 6239 Other Residential Care Facilities

Education and Training

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

Social Services

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

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

INDUSTRY CLUSTER DEFINITIONS

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

Entertainment, Media, Publishing, and Printing

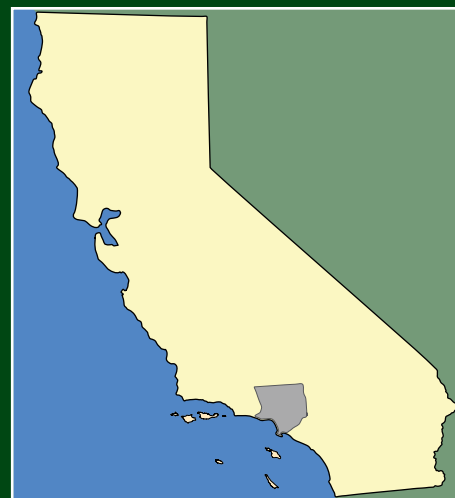
- 3231 Printing and Related Support Activities
- 4512 Book Stores and News Dealers
- 5111 Newspaper, Periodical, Book, and Directory Publishers
- 5121 Motion Picture and Video Industries
- 5122 Sound Recording Industries
- 5151 Radio and Television Broadcasting
- 5152 Cable and Other Subscription Programming
- 7111 Performing Arts Companies
- 7112 Spectator Sports
- 7113 Promoters of Performing Arts, Sports, and Similar Events
- 7114 Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
- 7115 Independent Artists, Writers, and Performers

Financial Services and Real Estate

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

Information and Communication Technologies

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



Occupational Analysis: Hospitality and Tourism Cluster

Southern Economic Sub-Market

Los Angeles County

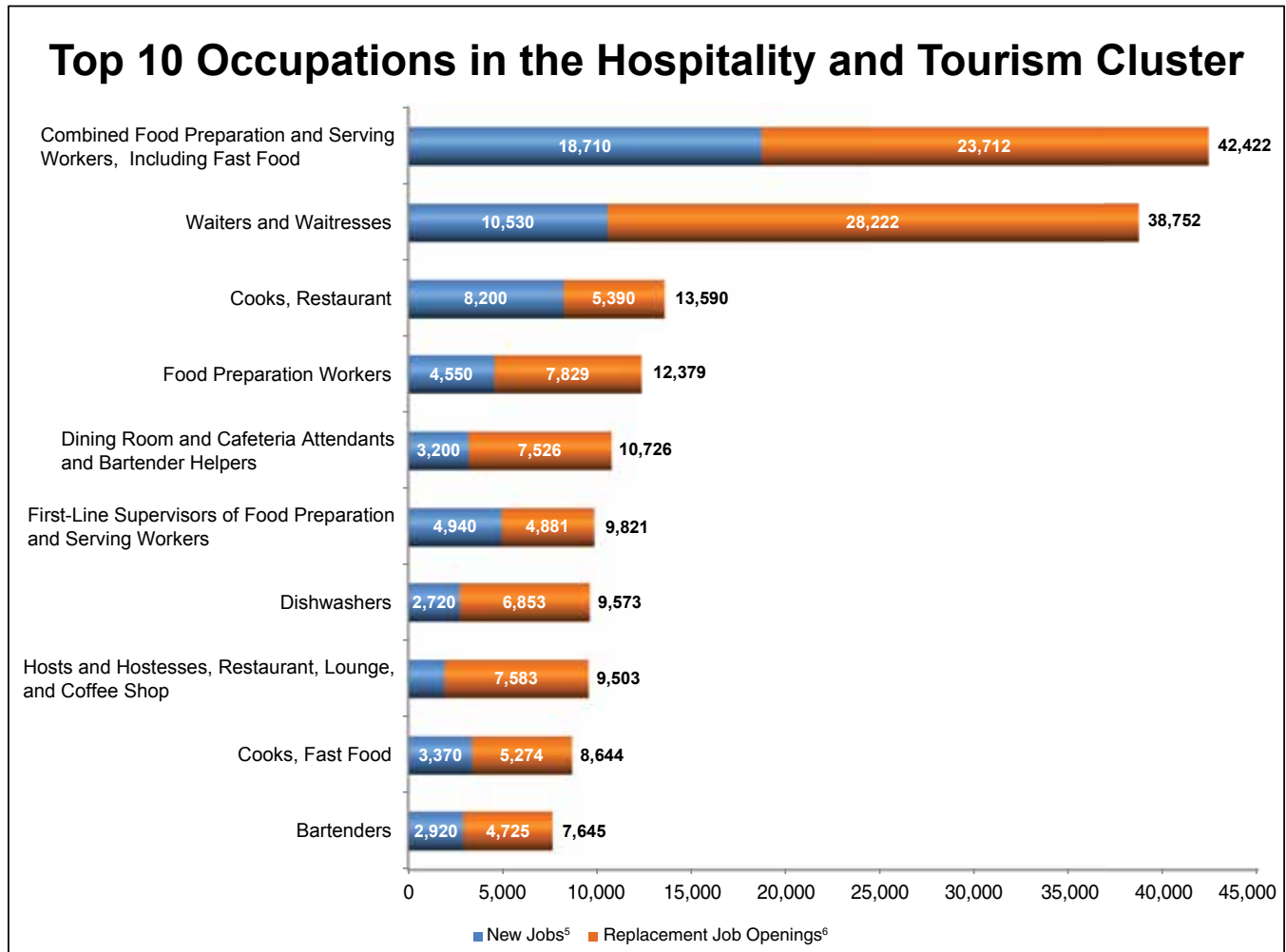
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What is the Hospitality and Tourism Cluster?

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

Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Los Angeles County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 209,799 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, reading comprehension, social perceptiveness, and speaking.⁴



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

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

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

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

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

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

Occupations	Total Job Openings ⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁸	HWOL Job Ads ⁹ (120 days)
Combined Food Preparation and Serving Workers, Including Fast Food	42,422	\$9.31	\$19,358	Less than high school	2,425
Waiters and Waitresses	38,752	\$9.34	\$19,422	Less than high school	1,803
Cooks, Restaurant	13,590	\$10.93	\$22,739	Less than high school	2,185
Food Preparation Workers	12,379	\$9.40	\$19,545	Less than high school	603
Dining Room and Cafeteria Attendants and Bartender Helpers	10,726	\$9.30	\$19,340	Less than high school	467
First-Line Supervisors of Food Preparation and Serving Workers	9,821	\$14.07	\$29,262	High school diploma or equivalent	4,158
Dishwashers	9,573	\$9.29	\$19,321	Less than high school	836
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	9,503	\$9.38	\$19,520	Less than high school	601
Cooks, Fast Food	8,644	\$9.22	\$19,166	Less than high school	227
Bartenders	7,645	\$9.47	\$19,702	Less than high school	405

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending March 11, 2015.

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

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

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

Top Occupations for the Hospitality and Tourism Cluster by Education Level

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

Occupations	Total Job Openings ¹⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	1,175	\$52.29	\$108,756	1,806
Meeting, Convention, and Event Planners	298	\$27.30	\$56,784	406
Accountants and Auditors	215	\$35.04	\$72,888	6,656
Coaches and Scouts	212	N/A	\$44,116	331
Museum Technicians and Conservators	187	\$23.87	\$49,663	7
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Skincare Specialists	148	\$14.54	\$30,249	209
Massage Therapists	115	\$15.15	\$31,510	471
Audio and Video Equipment Technicians	65	\$24.48	\$50,915	386
Actors	56	N/A	N/A	1,752
Library Technicians	47	\$20.57	\$42,795	11
Requires a High School Diploma or Equivalent or Less				
Combined Food Preparation and Serving Workers, Including Fast Food	42,422	\$9.31	\$19,358	2,425
Waiters and Waitresses	38,752	\$9.34	\$19,422	1,803
Cooks, Restaurant	13,590	\$10.93	\$22,739	2,185
Food Preparation Workers	12,379	\$9.40	\$19,545	603
Dining Room and Cafeteria Attendants and Bartender Helpers	10,726	\$9.30	\$19,340	467

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending March 11, 2015.

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

Skill Requirements in the Hospitality and Tourism Cluster

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

Occupations	Skills																						
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation Monitoring	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																							
General and Operations Managers	●	●		●	●				●		●					●		●	●				●
Meeting, Convention, and Event Planners		●		●	●						●	●				●	●	●	●			●	
Accountants and Auditors ¹¹	●	●			●		●			●	●					●			●	●			●
Coaches and Scouts		●			●	●	●	●	●		●							●	●			●	
Museum Technicians and Conservators	●	●	●		●		●				●					●		●	●				●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																							
Skincare Specialists	●	●		●	●		●				●					●	●	●	●				
Massage Therapists	●	●			●		●				●					●	●	●	●				●
Audio and Video Equipment Technicians	●	●		●	●	●					●		●			●			●				●
Actors	●	●		●	●						●			●		●		●	●				●
Library Technicians	●	●		●	●	●					●					●	●	●					●
Requires a High School Diploma or Equivalent or Less																							
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●		●						●		●	●	●	●				
Waiters and Waitresses		●		●	●		●				●			●		●	●	●	●				
Cooks, Restaurant	●	●		●	●	●					●				●			●				●	●
Food Preparation Workers		●	●	●	●						●					●	●	●	●			●	
Dining Room and Cafeteria Attendants and Bartender Helpers		●		●	●		●				●					●	●	●	●			●	

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.

Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Storage and Distribution Managers
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> • Human Resources Specialists • Marketing Managers • Public Relations Specialists
Accountants and Auditors	<ul style="list-style-type: none"> • Bookkeeping, Accounting, and Auditing Clerks • Financial Analysts • Risk Management Specialists
Coaches and Scouts	<ul style="list-style-type: none"> • Recreational Therapists • Recreation Workers • Secondary School Teachers, Except Special and Career/Technical Education
Museum Technicians and Conservators	<ul style="list-style-type: none"> • Audio-Visual and Multimedia Collections Specialists • Commercial and Industrial Designers • Set and Exhibit Designers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Skincare Specialists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Manicurists and Pedicurists • Shampooers
Massage Therapists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Manicurists and Pedicurists • Skincare Specialists
Audio and Video Equipment Technicians	<ul style="list-style-type: none"> • Computer User Support Specialists • Film and Video Editors • Technical Directors/Managers
Actors	<ul style="list-style-type: none"> • Concierges • Radio and Television Announcers • Tour Guides and Escorts
Library Technicians	<ul style="list-style-type: none"> • File Clerks • Procurement Clerks • Title Examiners, Abstractors, and Searchers
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Waiters and Waitresses
Waiters and Waitresses	<ul style="list-style-type: none"> • Dining Room and Cafeteria Attendants and Bartender Helpers • Food Servers, Nonrestaurant • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
Cooks, Restaurant	<ul style="list-style-type: none"> • Bakers • Combined Food Preparation and Serving Workers, Including Fast Food • Cooks, Fast Food
Food Preparation Workers	<ul style="list-style-type: none"> • Cooks, Restaurant • Dining Room and Cafeteria Attendants and Bartender Helpers • Waiters and Waitresses
Dining Room and Cafeteria Attendants and Bartender Helpers	<ul style="list-style-type: none"> • Food Servers, Nonrestaurant • Maids and Housekeeping Cleaners • Waiters and Waitresses

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 Los Angeles County Economic Sub-Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending March 11, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Hospitality and Tourism Cluster Employers	Recent Job Advertisements ¹³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Chipotle	314	56	258	460.7%
Taco Bell	256	20	236	1,180.0%
Hilton Hotels & Resorts	217	141	76	53.9%
Sodexo Inc.	206	91	115	126.4%
Marriott	196	489	-293	-59.9%
Domino's Pizza	190	1	189	18,900.0%
Panda Restaurant Group	162	133	29	21.8%
24 Hour Fitness	144	413	-269	-65.1%
The Cheesecake Factory	134	184	-50	-27.2%
Ritz-Carlton	118	28	90	321.4%
Hyatt	116	152	-36	-23.7%
The Walt Disney Company	110	180	-70	-38.9%
Terranea Resort	91	90	1	1.1%
Pacifica Hotel Company	82	8	74	925.0%
McDonald's Corporation	79	67	12	17.9%
Interstate Hotels & Resorts	74	59	15	25.4%
Benihana	67	4	63	1,575.0%
G6 Hospitality, LLC	60	5	55	1,100.0%
Embassy Suites	59	44	15	34.1%
American Golf Corporation	56	49	7	14.3%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 11, 2015.

¹³ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

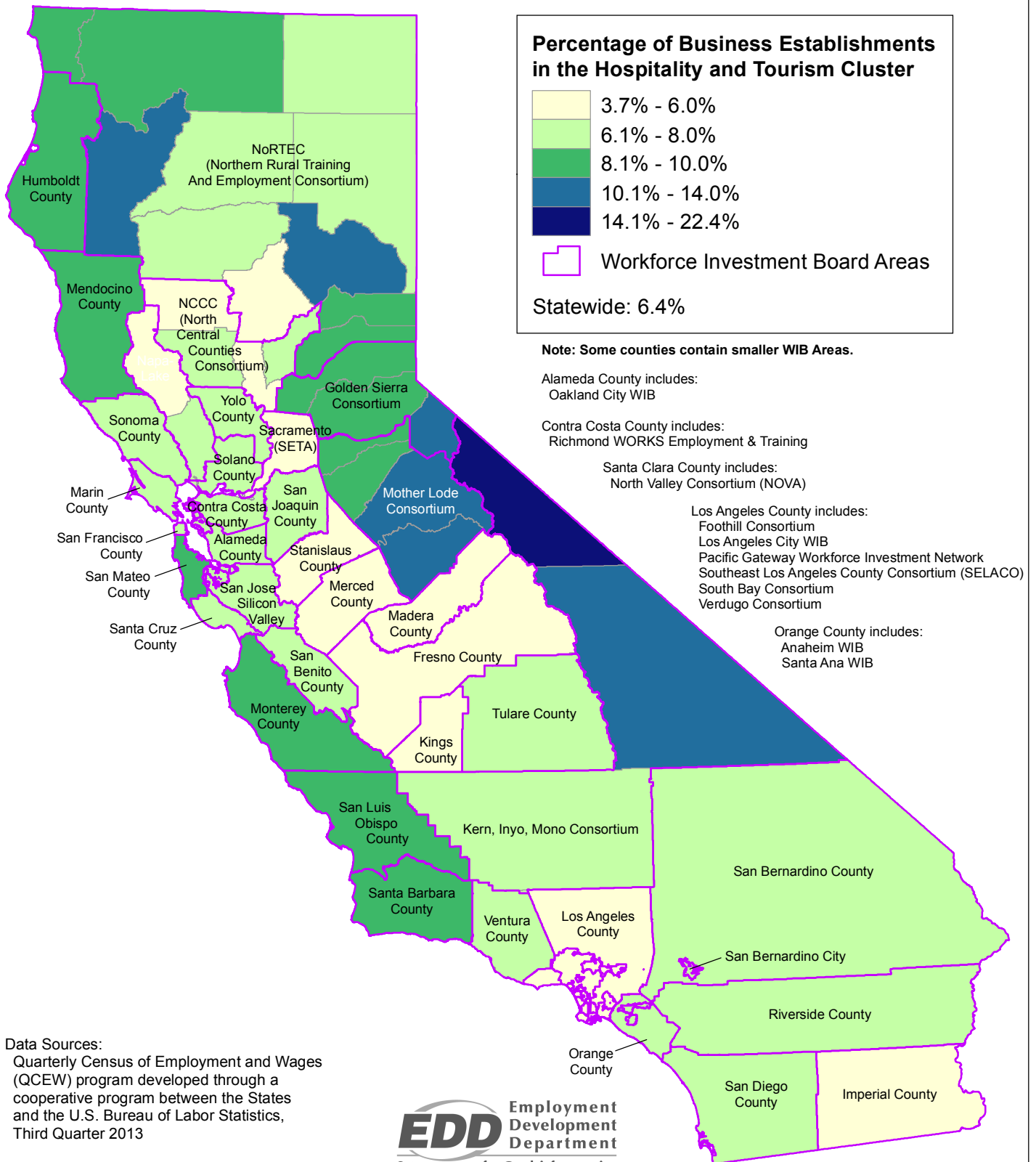
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
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		
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork Therapy		
	51.3503	Somatic Bodywork		
Audio and Video Equipment Technicians	01.0802	Agricultural Communication/Journalism	100500	Commercial Music
	10.0201	Photographic and Film/Video Technology/Technician and Assistant	101200	Applied Photography
	10.0203	Recording Arts Technology/Technician		
Actors	50.0506	Acting	100700	Dramatic Arts
	50.0507	Directing and Theatrical Production		
	50.0509	Musical Theatre		
Library Technicians	25.0301	Library and Archives Assisting	160200	Library Technician (Aide)
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		

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 7th Edition \(2010\)](http://www.cccco.edu), www.cccco.edu.

California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



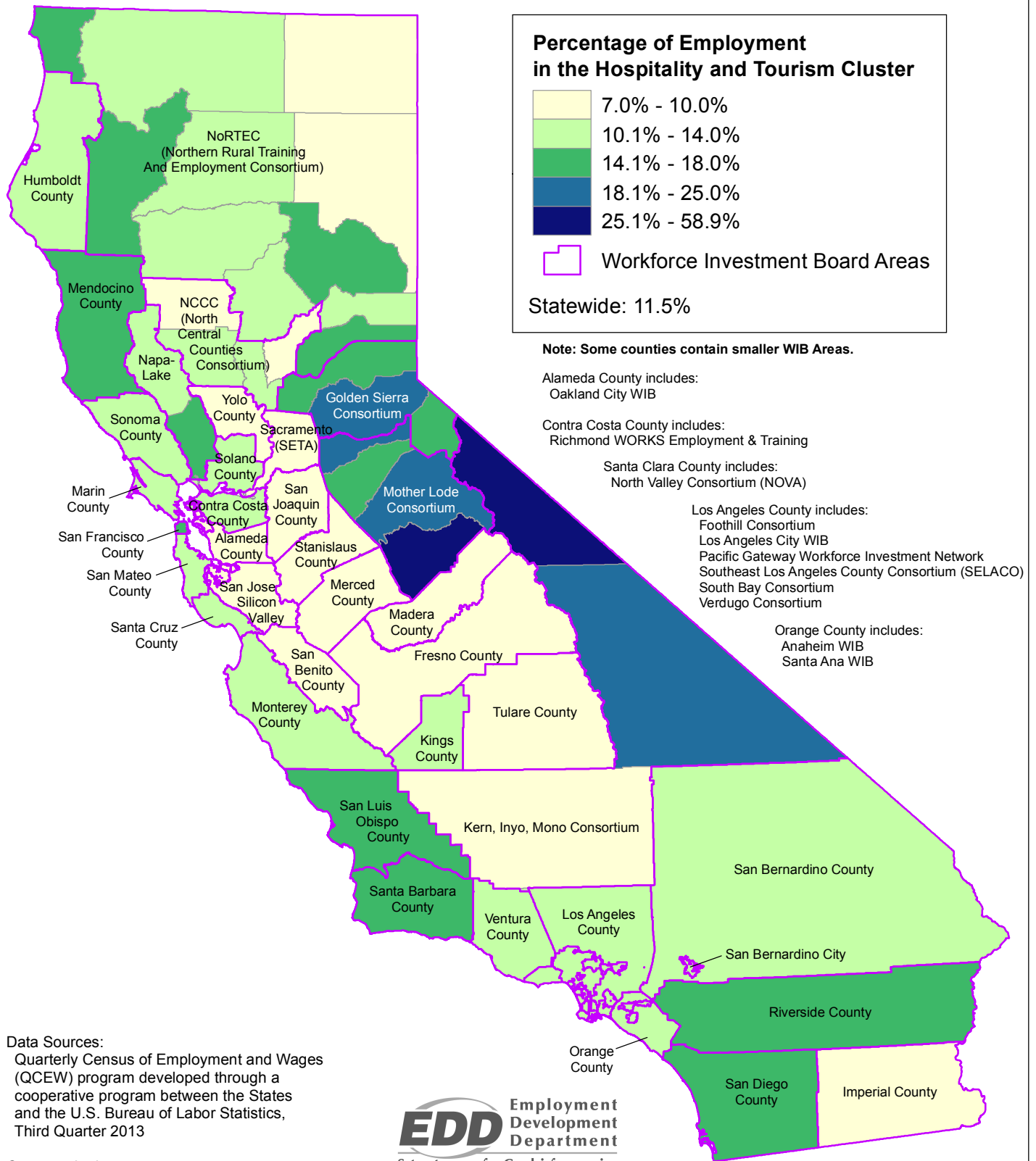
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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

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July 2014





Occupational Analysis: Retail Cluster

Southern Economic Sub-Market

Los Angeles County

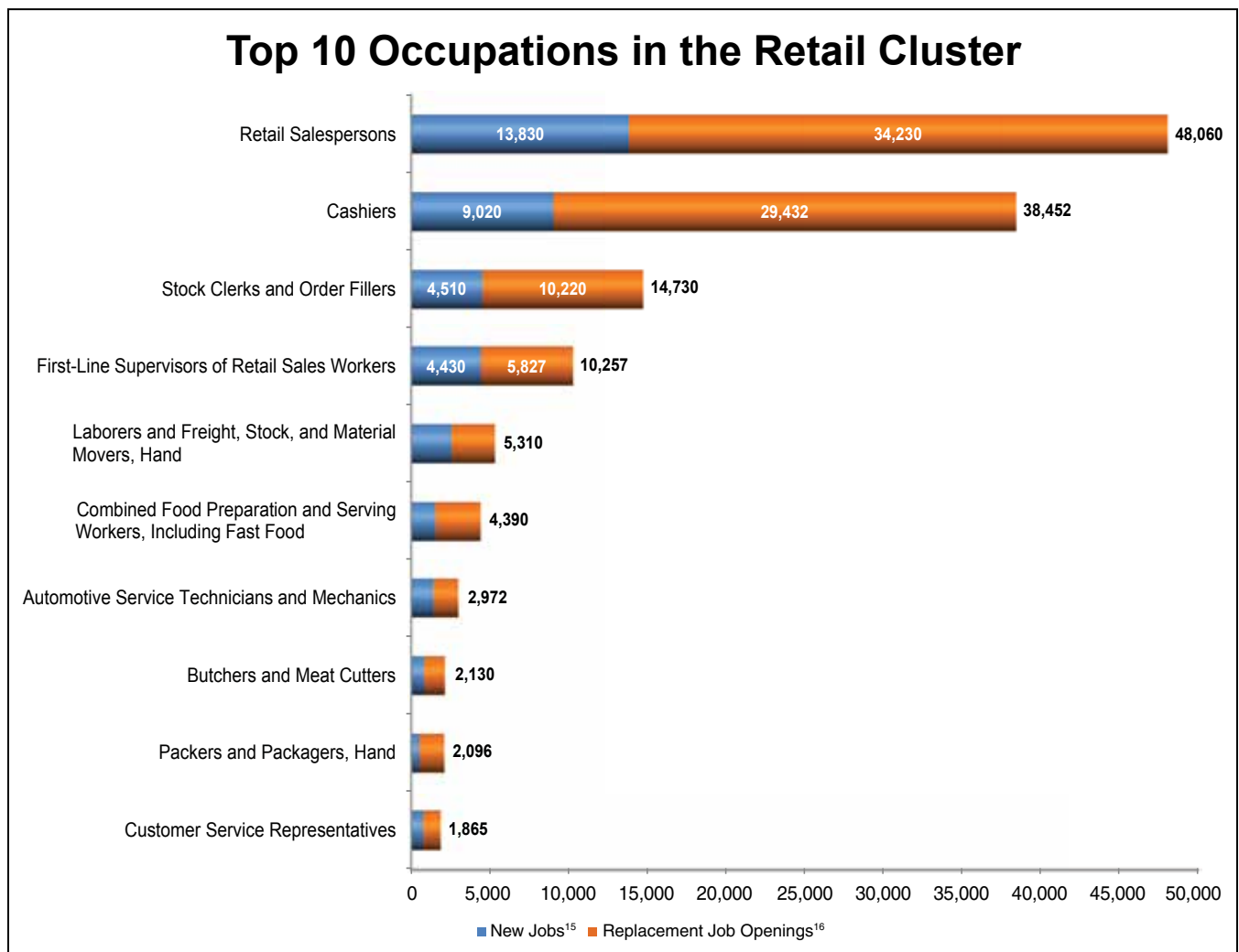
April 2015

What is the Retail Cluster?

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

Top 10 Occupations in the Retail Cluster

The graph below identifies the top 10 occupations in the Retail cluster, based on the Los Angeles County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 167,176 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, monitoring, reading comprehension, and speaking.¹⁷



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

¹⁴ U.S. Department of Labor's *Occupational Information Network (O*NET)* at www.onetonline.org.

¹⁵ 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.

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

Top 10 Occupations and Recent Job Demand in the Education and Training Cluster

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

Occupations	Total Job Openings ¹⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁸	HWOL Job Ads ¹⁹ (120 days)
Retail Salespersons	48,060	\$10.76	\$22,380	Less than high school	5,806
Cashiers	38,452	\$9.75	\$20,287	Less than high school	1,218
Stock Clerks and Order Fillers	14,730	\$11.26	\$23,432	Less than high school	1,650
First-Line Supervisors of Retail Sales Workers	10,257	\$19.32	\$40,177	High school diploma or equivalent	4,275
Laborers and Freight, Stock, and Material Movers, Hand	5,310	\$11.32	\$23,531	Less than high school	1,391
Combined Food Preparation and Serving Workers, Including Fast Food	4,390	\$9.31	\$19,358	Less than high school	2,425
Automotive Service Technicians and Mechanics	2,972	\$16.55	\$34,431	High school diploma or equivalent	1,351
Butchers and Meat Cutters	2,130	\$12.23	\$25,440	Less than high school	30
Packers and Packagers, Hand	2,096	\$9.68	\$20,130	Less than high school	183
Customer Service Representatives	1,865	\$17.39	\$36,186	High school diploma or equivalent	5,482

Source: California Employment Development Department, *Projections of Employment 2012-2022*; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending March 11, 2015.

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

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

Occupations	Total Job Openings ²⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	1,654	\$52.29	\$108,756	1,806
Sales Managers	1,355	\$55.79	\$116,036	2,480
Pharmacists	1,254	\$66.31	\$137,922	428
Loan Officers	237	\$40.08	\$83,361	1,642
Accountants and Auditors	148	\$35.04	\$72,888	6,656
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
First-Line Supervisors of Production and Operating Workers	449	\$25.61	\$53,267	2,392
Heavy and Tractor-Trailer Truck Drivers	175	\$20.20	\$42,009	4,435
Computer, Automated Teller, and Office Machine Repairers	164	\$19.61	\$40,776	36
Hairdressers, Hairstylists, and Cosmetologists	121	\$10.96	\$22,799	1,176
Computer User Support Specialists	67	\$25.13	\$52,268	3,404
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	48,060	\$10.76	\$22,380	5,806
Cashiers	38,452	\$9.75	\$20,287	1,218
Stock Clerks and Order Fillers	14,730	\$11.26	\$23,432	1,650
First-Line Supervisors of Retail Sales Workers	10,257	\$19.32	\$40,177	4,275
Laborers and Freight, Stock, and Material Movers, Hand	5,310	\$11.32	\$25,531	1,391

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending period ending March 11, 2015.

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

Skill Requirements in the Retail Cluster

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

Occupations	Skills																									
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instruction	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																										
General and Operations Managers	●	●		●	●					●		●				●					●	●				●
Sales Managers				●	●		●		●		●				●						●	●		●		●
Pharmacists	●	●			●	●					●					●		●			●	●				●
Loan Officers	●	●	●		●		●			●						●				●		●				●
Accountants and Auditors ²¹	●	●			●		●			●	●					●						●	●			●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																										
First-Line Supervisors of Production and Operating Workers		●		●	●					●		●				●					●	●		●		●
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●		●	●	●						●		●		●
Computer, Automated Teller, and Office Machine Repairers	●	●			●						●		●	●		●	●					●			●	
Hairdressers, Hairstylists, and Cosmetologists	●	●			●	●	●	●			●				●					●	●	●				
Computer User Support Specialists	●	●		●	●	●	●				●					●				●	●	●				●
Requires a High School Diploma or Equivalent or Less																										
Retail Salespersons		●			●						●	●			●	●				●	●	●				●
Cashiers		●		●	●						●				●					●	●	●		●		●
Stock Clerks and Order Fillers ²²	●	●	●	●	●						●				●				●	●	●					
First-Line Supervisors of Retail Sales Workers					●	●			●		●	●			●	●				●	●		●			●
Laborers and Freight, Stock, and Material Movers, Hand		●	●	●	●						●		●	●		●					●					●

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

²¹ Skills listed represent Accountants, a specialty occupation of Accountants and Auditors.

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

Occupations	Work Activities																																		
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	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																																			
General and Operations Managers				●	●		●	●							●		●			●								●	●		●				
Sales Managers			●	●	●		●	●		●					●					●								●	●						
Pharmacists	●	●					●	●			●					●				●	●		●											●	
Loan Officers				●			●		●						●					●	●		●	●				●						●	
Accountants and Auditors ²³	●			●			●	●	●						●					●	●		●											●	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																			
First-Line Supervisors of Production and Operating Workers			●		●	●	●	●			●	●												●				●	●						
Heavy and Tractor-Trailer Truck Drivers						●		●		●		●	●	●		●				●	●		●												
Computer, Automated Teller, and Office Machine Repairers					●			●				●		●	●					●					●	●							●	●	
Hairdressers, Hairstylists, and Cosmetologists	●		●				●		●		●									●		●		●							●			●	
Computer User Support Specialists					●			●		●		●		●	●					●			●									●		●	
Requires a High School Diploma or Equivalent or Less																																			
Retail Salespersons				●	●			●			●				●					●		●								●	●			●	
Cashiers				●	●			●		●					●						●	●						●		●					
Stock Clerks and Order Fillers ²⁴				●	●			●		●	●									●		●	●								●	●		●	
First-Line Supervisors of Retail Sales Workers			●		●			●		●					●					●		●						●	●						
Laborers and Freight, Stock, and Material Movers, Hand				●	●			●	●		●	●				●				●	●		●												

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

²³ Work Activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

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

Related Occupations for the Retail Cluster

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

Retail Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> Administrative Services Managers Logistics Managers Storage and Distribution Managers
Sales Managers	<ul style="list-style-type: none"> Financial Managers, Branch or Department Logistics Managers Transportation Managers
Pharmacists	<ul style="list-style-type: none"> Health Specialties Teachers, Postsecondary Medical Scientists, Except Epidemiologists Nursing Instructors and Teachers, Postsecondary
Loan Officers	<ul style="list-style-type: none"> Customs Brokers Insurance Sales Agents Sales Agents, Financial Services
Accountants and Auditors	<ul style="list-style-type: none"> Financial Analysts Personal Financial Advisors Risk Management Specialists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> First-Line Supervisors of Construction Trades and Extraction Workers First-Line Supervisors of Mechanics, Installers, and Repairers Non-Destructive Testing Specialists
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> Light Truck or Delivery Services Drivers Pile-Driver Operators Service Unit Operators, Oil, Gas, and Mining
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Computer Programmers Computer Systems Analysts Information Security Analysts
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Massage Therapists Dental Assistants Skincare Specialists
Computer User Support Specialists	<ul style="list-style-type: none"> Computer Operators Desktop Publishers Web Administrators
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> Counter and Rental Clerks Hotel, Motel, and Resort Desk Clerks Tellers
Cashiers	<ul style="list-style-type: none"> Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Stock Clerks, Sales Floor Waiters and Waitresses
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Cashiers Dining Room and Cafeteria Attendants and Bartender Helpers Marking Clerks
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> First-Line Supervisors of Food Preparation and Serving Workers Hotel, Motel, and Resort Desk Clerks Retail Salespersons
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> Fence Erectors Industrial Truck and Tractor Operators Reinforcing Iron and Rebar 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 Retail Cluster

The following table lists the Los Angeles County Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending March 11, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Retail Cluster Employers	Recent Job Advertisements ²⁵ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Macy's	678	424	254	59.9%
Safeway Companies	486	44	442	1,004.5%
Nordstrom	400	381	19	5.0%
Home Depot	385	215	170	79.1%
Forever 21 Inc.	368	325	43	13.2%
Bloomingdale's	292	94	198	210.6%
Target Corporation	285	46	239	519.6%
Lowe's	261	229	32	14.0%
Sears Holdings Corporation	239	590	-351	-59.5%
Whole Foods	220	226	-6	-2.7%
Office Depot	197	152	45	29.6%
Harbor Freight Tools	196	280	-84	-30.0%
Big 5 Sporting Goods	179	56	123	219.6%
Rite Aid	155	74	81	109.5%
T-Mobile	146	183	-37	-20.2%
Toys"R"Us	139	234	-95	-40.6%
Toyota Motor Corporation	138	80	58	72.5%
Staples	135	193	-58	-30.1%
Dollar Tree Stores, Inc.	116	64	52	81.3%
BCBG Max Azria	107	130	-23	-17.7%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 11, 2015.

²⁵ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

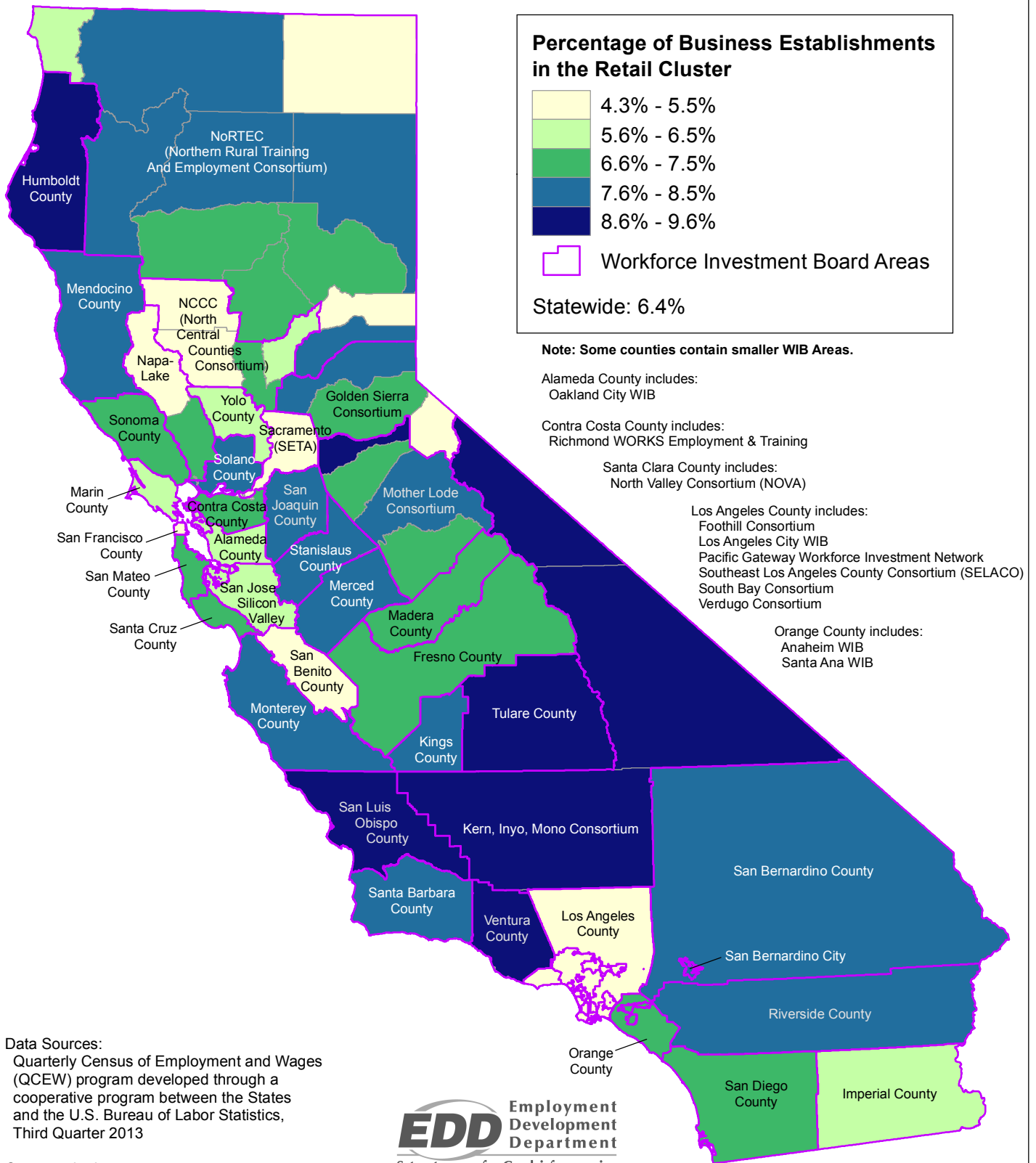
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster.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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/ Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Hairdressers, Hairstylists, and Cosmetologists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0406	Make-Up Artist/Specialist		
	12.0413	Cosmetology, Barber/Styling, and Nail Instructor		
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
First-Line Supervisors of Retail Sales Workers	19.0203	Consumer Merchandising/Retailing Management	050650	Retail Store Operations and Management
	52.0212	Retail Management	050940	Sales and Salesmanship
	52.1803	Retailing and Retail Operations	050960	Display

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

California Retail Cluster

Percentage of Total County Establishments, 2013



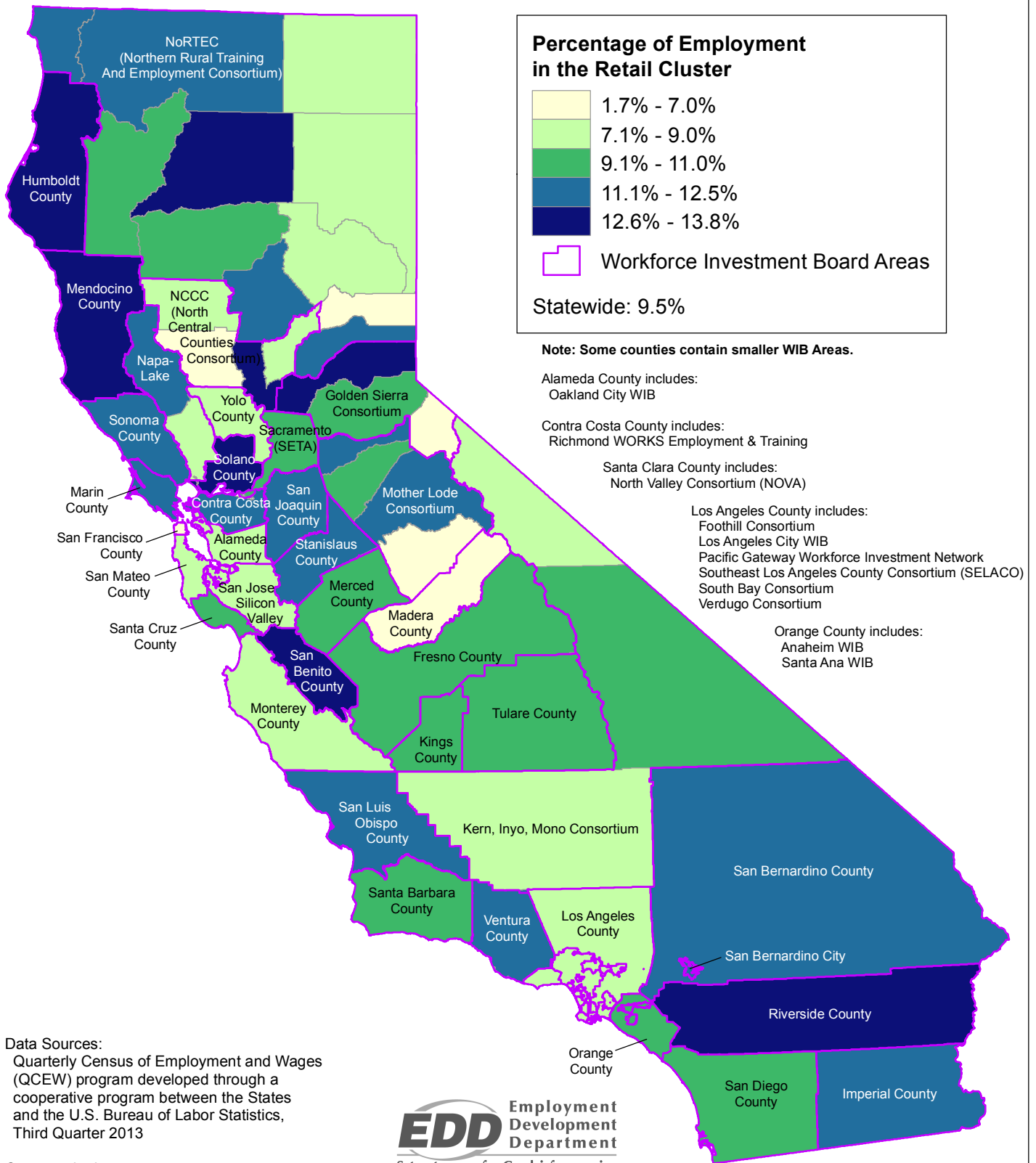
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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Labor Market Information Division
California Employment Development Department
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July 2014



California Retail Cluster

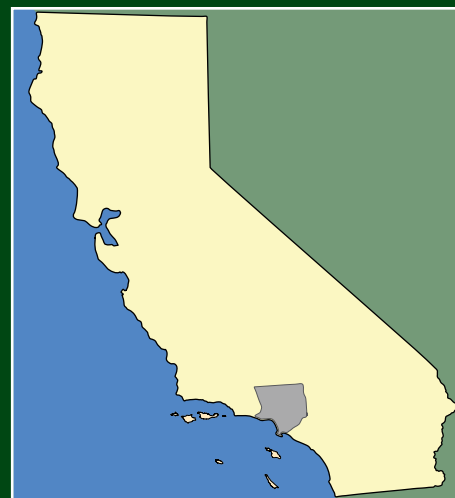
Percentage of Total County Employment, 2013



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
<http://www.labormarketinfo.edd.ca.gov>
July 2014





Occupational Analysis: Health Care Services Cluster

Southern Economic Sub-Market

Los Angeles County

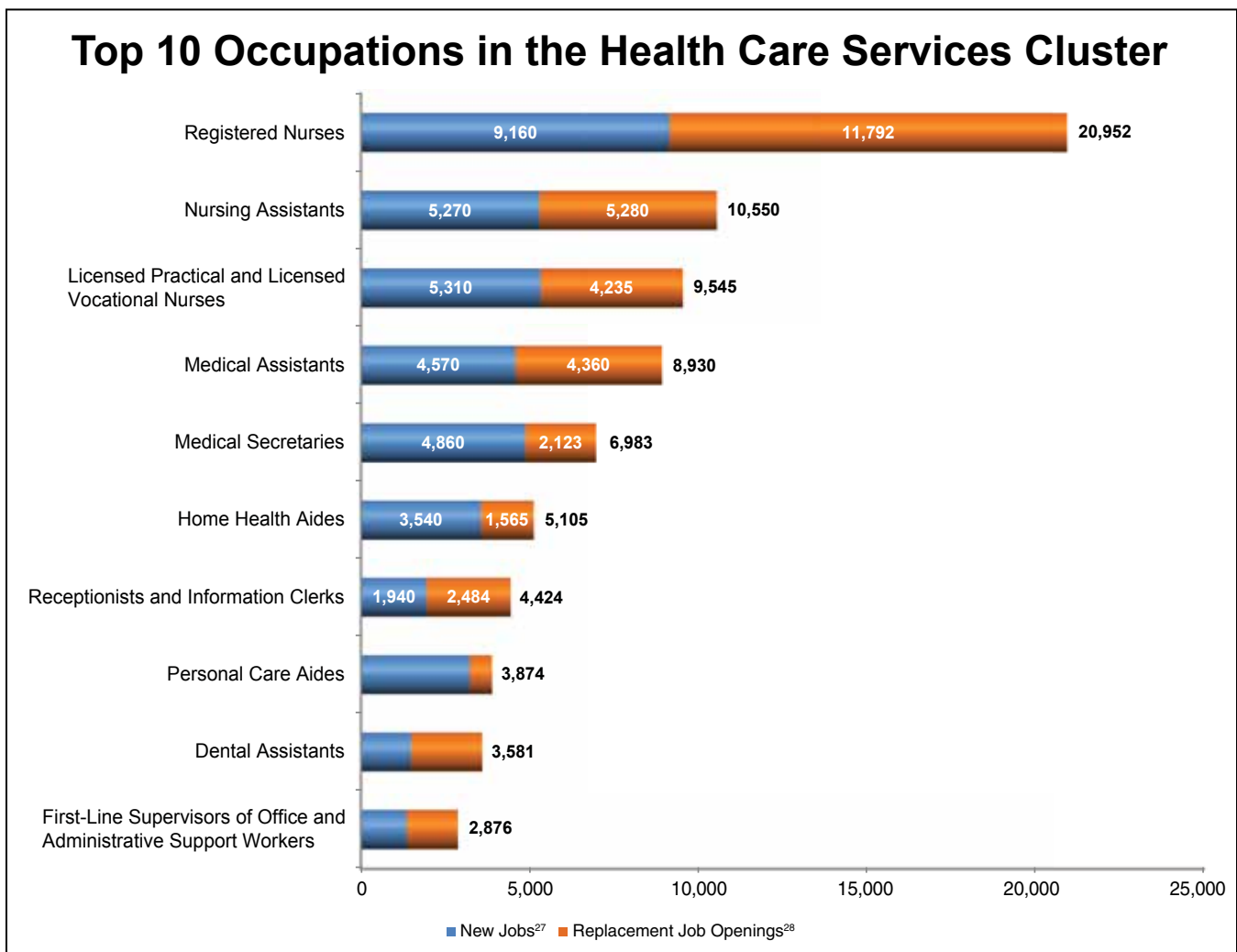
April 2015

What is the Health Care Services Cluster?

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

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the Los Angeles County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent almost half of the 159,376 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, reading comprehension, and speaking.²⁶



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

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

²⁷ New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

²⁸ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

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

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

Occupations	Total Job Openings ²⁹ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ³⁰	HWOL Job Ads ³¹ (120 days)
Registered Nurses	20,952	\$45.56	\$94,777	Associate's degree	11,280
Nursing Assistants	10,550	\$13.49	\$28,049	Postsecondary non-degree award	622
Licensed Practical and Licensed Vocational Nurses	9,545	\$25.36	\$52,753	Postsecondary non-degree award	1,411
Medical Assistants	8,930	\$15.36	\$31,951	Postsecondary non-degree award	1,441
Medical Secretaries	6,983	\$17.73	\$36,894	High school diploma or equivalent	2,412
Home Health Aides	5,105	\$12.13	\$25,226	Less than high school	753
Receptionists and Information Clerks	4,424	\$13.93	\$28,989	High school diploma or equivalent	2,048
Personal Care Aides	3,874	\$10.29	\$21,421	Less than high school	1,897
Dental Assistants	3,581	\$17.77	\$36,956	Postsecondary non-degree award	1,060
First-Line Supervisors of Office and Administrative Support Workers	2,876	\$27.34	\$56,865	High school diploma or equivalent	4,925

Source: California Employment Development Department, *Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending March 11, 2015.

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

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

³¹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

Top Occupations for the Health Care Services Cluster by Education Level

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

Occupations	Total Job Openings ³² (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Medical and Health Services Managers	2,634	\$53.67	\$111,622	3,038
Physical Therapists	2,137	\$43.26	\$89,980	1,049
Family and General Practitioners	1,224	>\$90.00	>\$187,200	412
General and Operations Managers	1,208	\$52.29	\$108,756	1,806
Dentists, General	1,154	\$63.05	\$131,158	469
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	20,952	\$45.56	\$94,777	11,280
Nursing Assistants	10,550	\$13.49	\$28,049	622
Licensed Practical and Licensed Vocational Nurses	9,545	\$25.36	\$52,753	1,411
Medical Assistants	8,930	\$15.36	\$31,951	1,441
Dental Assistants	3,581	\$17.77	\$36,956	1,060
Requires a High School Diploma or Equivalent or Less				
Medical Secretaries	6,983	\$17.73	\$36,894	2,412
Home Health Aides	5,105	\$12.13	\$25,226	753
Receptionists and Information Clerks	4,424	\$13.93	\$28,989	2,048
Personal Care Aides	3,874	\$10.29	\$21,421	1,897
First-Line Supervisors of Office and Administrative Support Workers	2,876	\$27.34	\$56,865	4,925

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending period ending March 11, 2015.

³² Total job openings are the sum of new jobs and replacement job openings.

Skill Requirements in the Health Care Services Cluster

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

Occupations	Skills																	
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Operations Analysis	Reading Comprehension	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Writing
Requires a Bachelor's Degree or Higher																		
Medical and Health Services Managers		●		●	●		●			●	●	●			●	●	●	
Physical Therapists		●		●	●		●			●		●		●	●	●		●
Family and General Practitioners	●	●	●		●		●				●	●			●	●		●
General and Operations Managers	●	●		●	●			●	●		●				●	●		●
Dentists, General	●	●	●	●	●		●		●		●					●		●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																		
Registered Nurses	●	●		●	●			●		●		●		●	●	●		
Nursing Assistants	●	●		●	●					●		●		●	●	●		●
Licensed Practical and Licensed Vocational Nurses		●		●	●					●		●		●	●	●	●	●
Medical Assistants	●	●		●	●					●		●		●	●	●		●
Dental Assistants	●	●			●	●				●		●		●	●	●		●
Requires a High School Diploma or Equivalent or Less																		
Medical Secretaries		●		●	●					●		●		●	●	●	●	●
Home Health Aides	●	●		●	●		●			●		●		●	●	●		
Receptionists and Information Clerks		●	●	●	●						●			●	●	●	●	●
Personal Care Aides	●	●		●	●					●		●		●	●	●		●
First-Line Supervisors of Office and Administrative Support Workers		●		●	●		●		●		●				●	●	●	●

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

Work Activities in the Health Care Services Cluster

The table below lists the 10 top work activities required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; assisting and caring for others; identifying objects, actions, and events; and organizing, planning, and prioritizing work.

Occupations	Work Activities																										
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	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	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Thinking Creatively	Updating and Using Relevant Knowledge
Requires a Bachelor's Degree or Higher																											
Medical and Health Services Managers			●		●		●		●		●			●		●		●						●	●		
Physical Therapists		●						●	●			●	●	●	●					●						●	●
Family and General Practitioners	●	●						●	●		●			●	●	●						●					●
General and Operations Managers				●	●		●		●					●		●	●							●	●	●	
Dentists, General		●				●		●	●	●			●	●			●		●		●						●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Registered Nurses		●		●				●	●				●	●	●		●					●					●
Nursing Assistants		●		●				●	●			●	●	●	●		●				●						
Licensed Practical and Licensed Vocational Nurses		●		●				●	●			●	●	●	●		●										●
Medical Assistants		●		●				●	●		●		●		●		●		●		●						●
Dental Assistants		●						●	●	●		●	●	●	●		●										●
Requires a High School Diploma or Equivalent or Less																											
Medical Secretaries		●	●	●				●	●				●	●			●				●						●
Home Health Aides		●		●				●	●			●	●	●		●				●							●
Receptionists and Information Clerks		●						●	●		●		●	●					●	●		●					●
Personal Care Aides		●		●				●	●			●	●	●		●			●		●						
First-Line Supervisors of Office and Administrative Support Workers			●	●	●		●		●	●							●							●			●

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

Related Occupations for the Health Care Services Cluster

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

Health Care Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Medical and Health Services Managers	<ul style="list-style-type: none"> • Management Analysts • Chief Executives • Human Resources Managers
Physical Therapists	<ul style="list-style-type: none"> • Occupational Therapists • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary
Family and General Practitioners	<ul style="list-style-type: none"> • Physician Assistants • Clinical Nurse Specialists • Preventive Medicine Physicians
General and Operations Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Wholesale and Retail Buyers, Except Farm Products
Dentists, General	<ul style="list-style-type: none"> • Pharmacists • Anesthesiologists • Nurse Anesthetists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Licensed Practical and Licensed Vocational Nurses • Acute Care Nurses • Critical Care Nurses
Nursing Assistants ³³	<ul style="list-style-type: none"> • N/A
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Physical Therapist Assistants • Radiologic Technicians • Social and Human Service Assistants
Medical Assistants	<ul style="list-style-type: none"> • Pharmacy Technicians • Occupational Therapy Assistants • Dental Assistants
Dental Assistants	<ul style="list-style-type: none"> • Endoscopy Technicians • Dental Hygienists • Surgical Technologists
Requires a High School Diploma or Equivalent or Less	
Medical Secretaries	<ul style="list-style-type: none"> • Receptionists and Information Clerks • Medical Records and Health Information Technicians • Bill and Account Collectors
Home Health Aides	<ul style="list-style-type: none"> • Personal Care Aides • Medical Assistants • Childcare Workers
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Office Clerks, General • Customer Service Representatives • Medical records and Health Information Technicians
Personal Care Aides	<ul style="list-style-type: none"> • Home Health Aides • Occupational Therapy Aides • Physical Therapist Aides
First-Line Supervisors of Office and Administrative Support Workers	<ul style="list-style-type: none"> • General and Operations Managers • Human Resources Specialists • First-Line Supervisors on Non-Retail Sales Workers

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

³³ Currently no related occupations reported by O*NET.

Employer Demand for the Health Care Services Cluster

The following table lists the Los Angeles County Economic Sub-Market employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending March 11, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Health Care Services Cluster Employers	Recent Job Advertisements ³⁴ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Providence Health & Services	2,071	731	1,340	183.3%
Kaiser Permanente	1,172	590	582	98.6%
City Of Hope	394	370	24	6.5%
Molina Healthcare, Inc.	359	154	205	133.1%
HealthPartners	348	347	1	0.3%
Onward Healthcare	216	62	154	248.4%
American Mobile Healthcare	210	229	-19	-8.3%
DaVita, Inc.	160	227	-67	-29.5%
Brookdale Senior Living	158	82	76	92.7%
Tenet Healthcare Corporation	146	84	62	73.8%
Cedars-Sinai	145	129	16	12.4%
PIH Health	145	27	118	437.0%
Dignity Health	132	285	-153	-53.7%
Huntington Hospital	111	82	29	35.4%
Genesis HealthCare	102	34	68	200.0%
Adventist HealthCare	102	86	16	18.6%
Valley Presbyterian Hospital	99	29	70	241.4%
Sunrise Senior Living, Inc.	96	76	20	26.3%
Fresenius Medical Care	93	69	24	34.8%
Saint Francis Medical Center	93	98	-5	-5.1%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 11, 2015.

³⁴ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Health Care Services Cluster Occupations

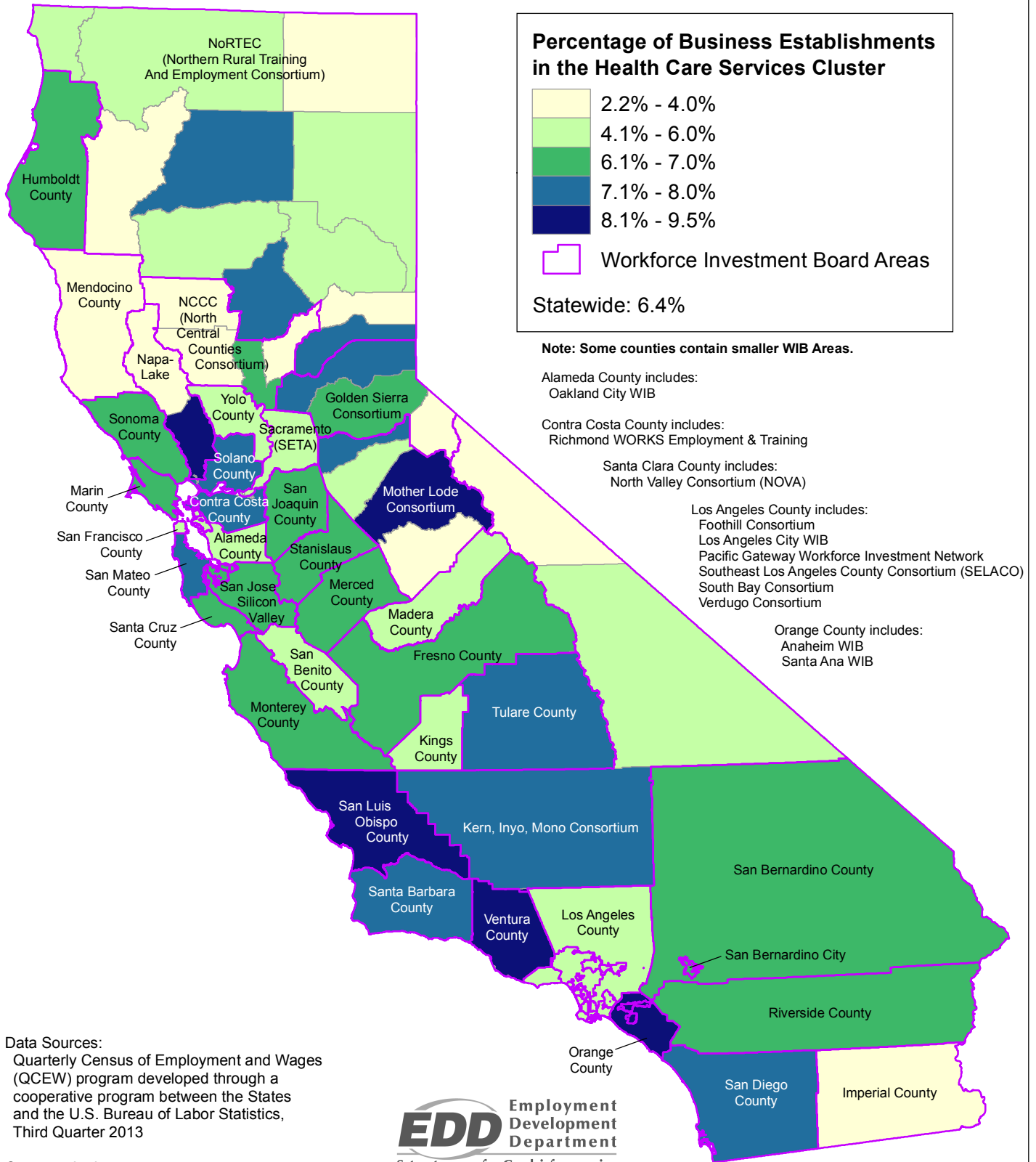
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3808	Nursing Science	123010	Registered Nursing
	51.3813	Clinical Nurse Specialist		
Nursing Assistants	51.2601	Health Aide	123030	Certified Nurse Assistant
	51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide		
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Licensed Practical and Licensed Vocational Nurses	51.3901	Licensed Practical/Vocational Nurse Training	123020	Licensed Vocational Nursing
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120800	Medical Assisting
	51.0712	Medical Reception/Receptionist	120810	Clinical Medical Assisting
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary	120820	Administrative Medical Assisting
Dental Assistants	51.0601	Dental Assisting/Assistant	124010	Dental Assistant
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0714	Medical Insurance Specialist/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Receptionists and Information Clerks	52.0406	Receptionist	N/A	N/A
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
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	050970	E-Commerce (business emphasis)
	52.0207	Customer Service Management	051440	Office 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 7th Edition \(2010\)](http://www.cccco.edu), www.cccco.edu.

California Health Care Services Cluster

Percentage of Total County Establishments, 2013



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

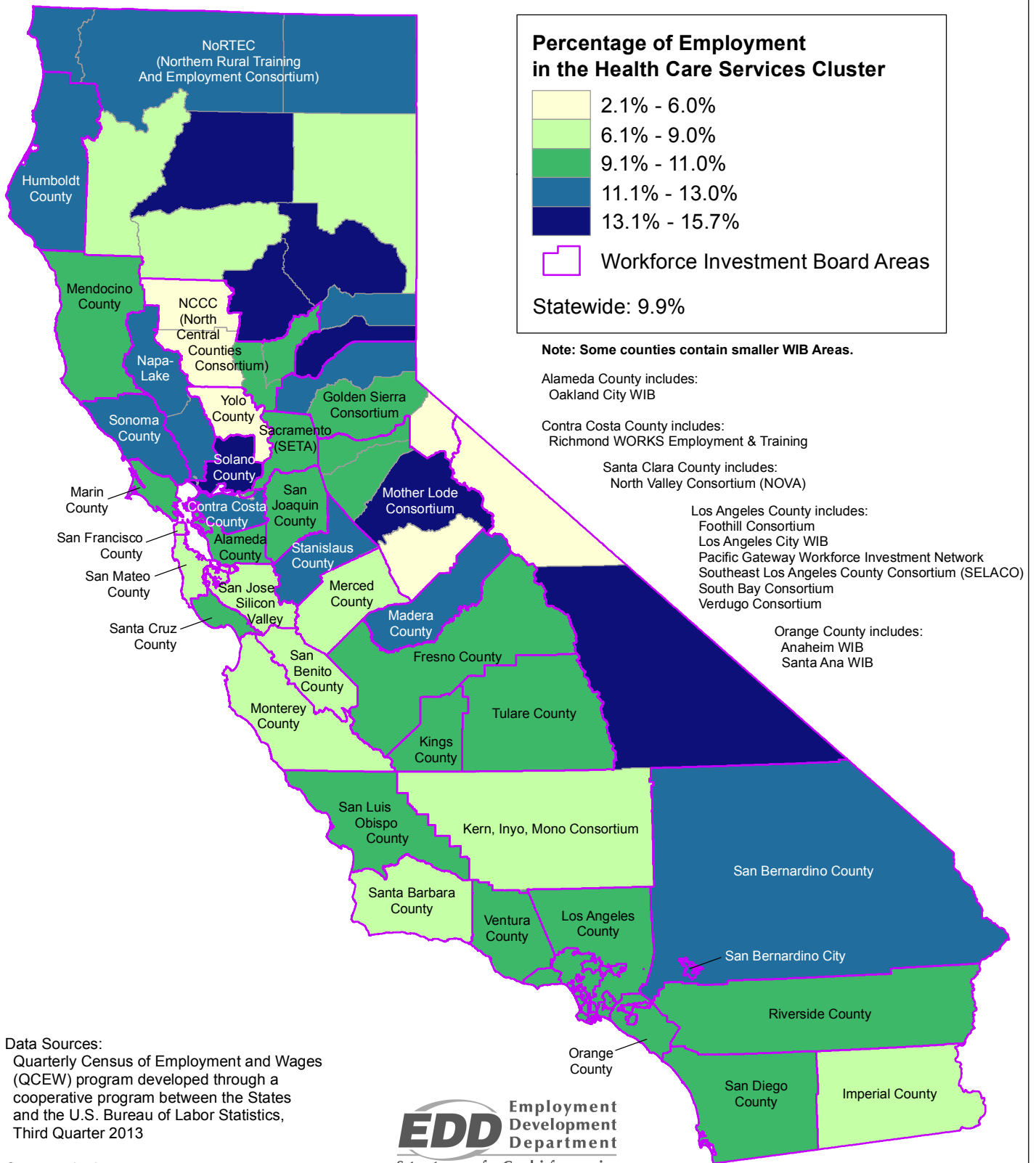
Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
July 2014

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California Health Care Services Cluster

Percentage of Total County Employment, 2013



EDD Employment Development Department
State of California

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