



**Workforce Investment Board**  
PO Box 8119 • San Luis Obispo, CA 93403-8119  
Phone (805) 781-1908 • Fax (805) 781-1944  
[www.sloworkforce.com](http://www.sloworkforce.com)

A proud partner of the [America's JobCenter](#)  
of California®

# **Industries and Occupations of North San Luis Obispo County, San Luis Obispo County and California**

Prepared by

**Workforce Investment Board of San Luis Obispo**

For

**Pam Avila, Director of Economic Development  
Paso Robles Chamber of Commerce**

March 02, 2015  
Sarah Hayter  
Program Specialist  
[shayter@co.slo.ca.us](mailto:shayter@co.slo.ca.us)  
(805) 781-1929

## 2014-2015 Workforce Investment Board Members

---

**Carl Dudley**, Workforce Investment Board Chair, Pacific Western Bank

**Louise Matheny**, Workforce Investment Board Vice-Chair, Morris & Garritano

**Angelo Arevalos, Jr.**, Local 220

**Pam Avila**, Paso Robles Chamber of Commerce

**Scott Black**, Department of Rehabilitation

**Lee Collins**, Department of Social Services

**Kirk Coviello**, WIB Business Council Chair, SunRun, Inc.

**Kristin Flynn**, Sierra Vista Regional Medical Center

**Aline Graham**, PathPoint

**Charles Headington**, IBEW JATC

**Phillip Koziel**, CoastHills Credit Union

**Kevin Kuhn**, Westport International

**Verena Latona-Tahlman**, Cannon Corporation

**Michael Manchak**, Economic Vitality Corporation

**Patrick McGuire**, WIB Youth Council Chair, Mid-State Precision, Inc.

**Karen O'Brien**, SLO Sports Therapy

**Grace Schoch-Manzano**, WIB One-Stop System Leadership Chair, Employment Development Department Workforce Services

**Mark Simonin**, Local IBEW 639

**Scott Smith**, Housing Authority SLO

**Elizabeth "Biz" Steinberg**, Community Action Partnership of San Luis Obispo County (CAPSLO)

**Dr. Gilbert Stork**, Cuesta College

**Courtney Taylor**, Kirk & Simas

**Thomas Wood**, Martin Resorts, Inc.

### Staff:

---

**Reva Bear**, Workforce Board Manager

**Dawn Boulanger**, Workforce Program Manager

**Marisol Garcia**, MIS & Compliance Specialist

**Sarah Hayter**, Business Services Representative & Labor Market Specialist

**Michael Coughlin**, Administrative Assistant

To learn more about the Workforce Investment Board of San Luis Obispo County please visit: [www.sloworkforce.com](http://www.sloworkforce.com)

This WIA Title 1 – financially assisted program or activity is an equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.

Background

This report was requested by Pam Avila, Director of Economic Development with the Paso Robles Chamber of Commerce on behalf of the businesses, cities, and schools of Paso Robles and North San Luis Obispo County. It is a breakdown of industries and occupations within North San Luis Obispo County<sup>1</sup> compared to San Luis Obispo County overall and the State of California. For the sake of this report, North San Luis Obispo County will be referred to as North County.



The data source (unless otherwise specified) is EMSI Analyst 2014.4, Employees (QCEW Employees and Non-QCEW Employees). **Green tables** represent the largest, healthy, or growing industries or occupations. **Red tables** represent industries or occupations which are vulnerable, small, or declining. The top and bottom five is represented for each category unless unavailable or otherwise specified. Additional North County specific data is presented in section 3 within the **blue tables**. Reference tables of industry and occupation classifications are in section 4 within the **purple tables**.

Section I - Industries

All *industries* are represented by a North American Industry Classification System (NAICS) code. NAICS codes are available at a two to six digit code level. The two digit code represents the broad industry sector; the third digit represents the industry sub sector; the fourth digit code represents the industry group; the fifth represents the industry, the sixth represents US, Canadian or Mexican National specific. For the purposes of this report, the first section is data based off of the NAICS two digit level code<sup>2</sup>. Core industry data consists of industry size by job count, earnings, and job change (growth or decline). Industry size is a good place to start as larger industries have a better chance of impacting the economy.

Section 1a– Industries: Industry by Total Employees

Largest Industries by Total Employees (2014 Jobs)

California	SLO County	North County
Government 2,610,094	Government 21,170	Retail Trade 4,228
Health Care & Social Assistance 2,043,273	Accommodation & Food Services 15,229	Health Care & Social Assistance 3,710
Retail Trade 1,626,518	Health Care & Social Assistance 13,148	Accommodation & Food Services 3,524
Accommodation & Food Services 1,441,792	Retail Trade 12,890	Crop & Animal Production 3,475
Manufacturing 1,247,205	Manufacturing 6,540	Manufacturing 3,133

**Note:** In North County, *Government* is the sixth largest industry with 3,001 jobs.

<sup>1</sup> North San Luis Obispo County is identified by the zip codes of 93422, 93423, 93432, 93446, 93447, 93451, 93453, 93461, and 93465

<sup>2</sup> Source: <http://www.naics.com/history-naics-code/>

Smallest Industries by Total Employees (2014 jobs)

California	SLO County	North County
Mining, Quarrying, & Oil & Gas Ext. 28,837	Mining, Quarrying, & Oil & Gas Ext. 102	Mining, Quarrying, & Oil & Gas Ext. 53
Utilities 57,636	Mgmt. of Companies & Enterprises 601	Mgmt. of Companies & Enterprises 93
Mgmt. of Companies & Enterprises 227,507	Information 1,361	Educational Services 147
Real Estate & Rental & Leasing 270,092	Arts, Entertainment, & Recreation 1,467	Arts, Entertainment, & Recreation 330
Arts, Entertainment, & Recreation 272,286	Transportation & Warehousing 1,796	Transportation & Warehousing 445

[Section 1b– Industries: Growing and Declining Industries](#)

As a rule of thumb, anything over a 5% growth has good growth and anything declining more than 5% is something to keep an eye on. First, look at growth by percent change. Doing this first helps smaller industries not get overlooked or overshadowed by larger industries actual change. Second, view actual job change to determine the true significance. For example, if an industry with 10,000 jobs declines 5% that would be more impactful to a local economy than an industry of 100 jobs that declines 5%. That being said, a 5% change to a smaller industry can have a huge impact and if you only sorted by actual change you would miss that.

Actual Growth to Industries (2009-2014)

California	SLO County	North County
Health Care & Social Assistance 41% Change: 589,113 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 64% Change: 2,539 Jobs	Information 108% Change: 272 Jobs
Administrative & Support & Waste Mgmt & Remediation Services 24% Change: 198,306 Jobs	Mgmt. of Companies & Enterprises 31% Change: 143 Jobs	Educational Services 93% Change: 71 Jobs
Mining, Quarrying, & Oil & Gas Extraction 21% Change: 4,972 Jobs	Educational Services 25% Change: 606 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 68% Change: 951 Jobs
Professional, Scientific, & Technical Services 16% Change: 164,741 Jobs	Health Care & Social Assistance 24% Change: 2,528 Jobs	Mgmt. of Companies & Enterprises 48% Change: 30 Jobs
Accommodation & Food Services 15% Change: 191,213 Jobs	Mgmt. of Companies & Enterprises 15% Change: 29,755 Jobs	Crop & Animal Production 21% Change: 811 Jobs
	Transportation & Warehousing 32% Change: 109 Jobs	Health Care & Social Assistance 32% Change: 901 Jobs

**Note:** In SLO County, *Accommodation & Food Services* experienced a 13% growth which accounted for 1,764 jobs making it the third largest growth industry by total jobs due to the size of the industry. In North County, *Manufacturing* experienced a growth of 27% or 660 jobs making it the third largest job change for the region. The fourth largest actual job change in North County occurred within the *Crop and Animal Production* industry which experienced a growth of 21% or 604 jobs

Actual Decline to Industries (2009-2014)

California	SLO County	North County
Other Services (Except Public Administration) -30% Change: -260,809 Jobs	Other Services (except Public Administration) -14% Change: -896 Jobs	Utilities -30% Change: -333 Jobs
Government -4% Change: -105,074 Jobs	Utilities -10% Change: - 228 Jobs	Mining, Quarrying, & Oil & Gas Extraction -28% Change: -21 Jobs
Utilities -3% Change: -2,069 Jobs	Finance & Insurance -4% Change: -89 Jobs	Other Services (except Public Administration) -18% Change: -326 Jobs
Manufacturing -2% Change: -28,546 Jobs	Professional, Scientific, & Technical Services -1% Change: -39 Jobs	Finance & Insurance -11% Change: -76 Jobs
Finance & Insurance -2% Change: -10,426 Jobs	Government -0% Change: -95 Jobs	Professional, Scientific, & Technical Services -9% Change: -74 Jobs

**Note:** In North County, *Government* had a 5% decline or loss of 163 jobs ranking sixth in percent decline.

Projected Growing Industries (2009-2019)

California	SLO County	North County
Health Care & Social Assistance 60% Change: 867,319 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 108% Change: 4,305 Jobs	Information 151% Change: 381 Jobs
Administrative & Support & Waste Mgmt. & Remediation Services 34% Change: 281,396 Jobs	Educational Services 52% Change: 1,266 Jobs	Educational Services 126% Change: 96 Jobs
Educational Services 31% Change: 108,208 Jobs	Health Care & Social Assistance 40% Change: 4,248 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 121% Change: 1,686 Jobs
Professional, Scientific, & Technical Services 30% Change: 314,283 Jobs	Transportation & Warehousing 36% Change: 541 Jobs	Transportation & Warehousing 51% Change: 170 Jobs
Mining, Quarrying, & Oil & Gas Extraction 309% Change: 7,098 Jobs	Real Estate & Rental & Leasing 31% Change: 534 Jobs	Health Care & Social Assistance 48% Change: 1,351 Jobs

**Note:** Looking at job change in SLO County, *Accommodation & Food Services* projected change indicates a 24% change. However, due to the size of the industry this would actually be the second largest job change as the 24% would equate for 3,206 jobs.

Projected Declining Industries (2009-2019)

California	SLO County	North County
Other Services (Except Public Administration) -24% Change: -208,383 Jobs	Mining, Quarrying, & Oil & Gas Extraction -41% Change: -37 Jobs	Mining, Quarrying, & Oil & Gas Extraction -54% Change: -40 Jobs
Manufacturing -7% Change: -87,662 Jobs	Other Services (except Public Administration) -15% Change: -965 Jobs	Utilities -32% Change: -350 Jobs
Government -2% Change: -60,059 Jobs	Utilities -2% Change: -53 Jobs	Other Services (Except Public Administration) -21% Change: -381 Jobs

**Note:** In North County, Government shows a 1% projected decline or 381 jobs lost.

Section 1c– Industries: Highest and Lowest Annual Average Employee Salary by Industry

Highest Annual Average Employee Salary by Industry (Annual)

California	SLO County	North County
Information \$160,700	Utilities \$174,024	Utilities \$162,217
Mining, Quarrying, & Oil & Gas Extraction \$157,316	Mining, Quarrying, & Oil & Gas Extraction \$87,990	Finance & Insurance \$75,713
Utilities \$150,377	Mgmt. of Companies & Enterprises \$77,742	Mgmt. of Companies & Enterprises \$74,402
Mgmt. of Companies & Enterprises \$135,376	Government \$76,706	Government \$71,928
Finance & Insurance \$119,948	Finance & Insurance \$76,685	Information \$70,784

**Note:** Higher earning industries contribute more to economic prosperity.

Lowest Annual Average Employee Salary by Industry (Annual)

California	SLO County	North County
Accommodation & Food Services \$23,520	Educational Services \$16,478	Arts, Entertainment, & Recreation \$18,184
Crop & Animal Production \$35,543	Arts, Entertainment, & Recreation \$19,363	Accommodation & Food Services \$20,178
Other Services (Except Public Administration) \$36,522	Accommodation & Food Services \$21,085	Other Services (Except Public Administration) \$25,875
Retail Trade \$38,830	Other Services (except Public Administration) \$24,468	Educational Services \$28,347
Administrative & Support & Waste Mgmt. & Remediation Services \$45,873	Administrative & Support & Waste Mgmt. & Remediation Services \$31,591	Administrative & Support & Waste Mgmt. & Remediation Services \$30,527

**Section 1d– Industries: Industry Location Quotient**

Location Quotient (LQ) is a way of quantifying how “concentrated” an industry or occupation is in a region compared to a larger geographic area (the data presented in this report compares to the nation as its larger geographic area). LQ can reveal what makes a particular region “unique.” An LQ greater than 1 has a higher than average concentration in an area (Ex. An LQ of 2.0 means the area has twice the average employment for a given industry in comparison to the national economy).

**Industry Location Quotient (LQ)**

California	SLO County	North County
Crop & Animal Production 2.75	Utilities 4.59	Crop & Animal Production 10.40
Information 2.64	Crop & Animal Production 4.34	Utilities 6.18
Professional, Scientific, & Technical Services 1.47	Accommodation & Food Services 1.53	Construction 1.78

**Section 2 -Occupations**

All *occupations* are represented by a six digit Standard Occupational Classification (SOC) code. SOC codes begin with a two digit code that represents the major group (major group codes end with 0000); the third digit represents the minor group; the fourth and fifth represent the broad occupation; and the detailed occupation is represented by the sixth digit<sup>3</sup>. For the purposes of this report, the data is based off of the two digit major group SOC.<sup>4</sup> Core occupational data consists of size by total job count, job change(growth and decline), and wage.

**Section 2a – Occupations: Largest and Smallest Occupations by Total Number of Employees**

**Largest Occupations by Total Number of Employees (2014 Jobs)**

California	SLO County	North County
Office & Administrative Support Occupations 2,667,060	Office & Administrative Support Occupations 18,030	Office & Administrative Support Occupations 4,347
Sales & Related Occupations 1,671,216	Food Preparation & Serving Related Occupations 12,500	Sales & Related Occupations 4,010
Food Preparation & Serving Related Occupations 1,445,920	Sales & Related Occupations 12,265	Food Preparation & Serving Related Occupations 3,204
Transportation & Material Moving Occupations 1,034,857	Education, Training, & Library Occupations 7,189	Farming, Fishing, and Forestry Occupations 2,845
Education, Training, & Library Occupations 916,807	Healthcare Practitioners & Technical Occupations 5,859	Transportation & Material Moving Occupations 2,071

<sup>3</sup> Source: <http://www.bls.gov/soc/socguide.htm>

<sup>4</sup> See last page for a table of two digit SOC codes

Smallest Occupations by Total Number of Employees (2014 Jobs)

California	SLO County	North County
Legal Occupations 127,553	Military Occupations 458	Legal Occupations 68
Life, Physical, & Social Science Occupations 188,875	Legal Occupations 593	Military Occupations 140
Military Occupations 218,151	Life, Physical, & Social Science Occupations 1,135	Life, Physical, & Social Science Occupations 184
Community & Social Service Occupations 277,344	Arts, Design, Entertainment, Sports, & Media Occupations 1,434	Arts, Design, Entertainment, Sports, & Media Occupations 301
Arts, Design, Entertainment, Sports, & Media Occupations 306,790	Computer & Mathematical Occupations 1,892	Protective Service Occupations 417

Section 2b – Occupations: Growing and Declining Occupations

Actual Growing Occupations (2009-2014)

California	SLO County	North County
Community & Social Service Occupations 30% Change: 64,364 Jobs	Personal Care & Service Occupations 29% Change: 1,021 Jobs	Personal Care & Service Occupations 49% Change: 412 Jobs
Healthcare Support Occupations 25% Change: 80,244 Jobs	Farming, Fishing, & Forestry Occupations 21% Change: 683 Jobs	Computer & Mathematical Occupations 38% Change: 119 Jobs
Computer & Mathematical Occupations 16% Change: 73,837 Jobs	Production Occupations 20% Change: 843 Jobs	Production Occupations 26% Change: 414 Jobs
Food Preparation & Serving Related Occupations 15% Change: 187,995 Jobs	Transportation & Material Moving Occupations 16% Change: 826 Jobs	Computer & Mathematical Occupations 16% Change: 260 Jobs
Healthcare Practitioners & Technical Occupations 12% Change: 83,216 Jobs	Transportation & Material Moving Occupations 22% Change: 377 Jobs	Farming, Fishing, & Forestry Occupations 22% Change: 507 Jobs
Farming, Fishing, & Forestry Occupations 12% Change: 35,389 Jobs	Food Preparation & Serving Related Occupations 13% Change: 1,483 Jobs	Healthcare Support Occupations 13% Change: 304 Jobs
		Construction & Extraction Occupations 16% Change: 271 Jobs

**Note:** In California, the second largest occupational growth occurred in *Office & Administrative Support* with 176,460 or 7%, third largest actual growth occurred in *Sales & Related* with 103,805 or 7%, fourth largest actual was in *Transportation & Material Moving* with 94,704 or 10%, and fifth largest actual change was in *Management occupations* 85,885 or 10%. In North County, the *Food Preparation and Serving Related Occupations* had the fifth largest job change with 355 jobs or 12%.



Actual Decline to Occupations (2009-2014)

California	SLO County	
Building & Grounds Cleaning & Maintenance -9% Change: -55,099 Jobs	Military Occupations -3% Change: -14 Job	Military Occupations -3% Change: -5 Job
Military Occupations -3% Change: -6,410 Jobs	n/a	Building & Grounds Cleaning & Maintenance -0% Change: -1 Job
Education, Training, & Library -1% Change: -10,471 Jobs	n/a	n/a

Projected Growth Occupations (2009-2019)

California	SLO County	North County
Healthcare Support Occupations 43% Change: 136,527 Jobs	Personal Care & Service Occupations 47% Change: 1,670 Jobs	Computer & Mathematical Occupations 71% Change: 221
Community & Social Service Occupations 42% Change: 89,107 Jobs	Computer & Mathematical Occupations 40% Change: 660 Jobs	Personal Care & Service Occupations 70% Change: 587 Jobs
Computer & Mathematical Occupations 28% Change: 128,094 Jobs	Production Occupations 37% Change: 1,544 Jobs	Production Occupations 46% Change: 740 Jobs
Food Preparation & Serving Related Occupations 27% Change: 167,856 Jobs	Transportation & Material Moving Occupations 36% Change: 1,831 Jobs	Transportation & Material Moving Occupations 44% Change: 752 Jobs
Healthcare Practitioners & Technical Occupations 24% Change: 33,653 Jobs	Healthcare Support Occupations 34% Change: 814 Jobs	Healthcare Support Occupations 34% Change: 201 Jobs

**Note:** In California, the second largest projected growth is in *Office & Administrative Support* with 300,021 or 17% and second is *Sales & Related* with 225,664 or 14%. In SLO County, the largest job change is projected to occur in the *Food Preparation & Serving Related* with 2,636 or 24% and *Office & Administrative Support* with 2,543 or 15%. In North County, the largest projected change is in *Sales and Related* with a projected change of 25% or 4,674. However, *Office & Administrative Support* is projected to be the fourth largest growth at 662 jobs or 16%.

Projected Declining Occupations (2009-2019)

California	SLO County	North County
Military Occupations -7% Change: -15,516 Jobs	Military Occupations -6% Change: -29 Jobs	Military Occupations -6% Change: -9 Jobs
Building and Grounds Cleaning and Maintenance Occupations -1% Change: -6,462 Jobs	n/a	n/a

Section 2c – Occupations: Highest and Lowest Average Wage Occupations

Highest Average Wage Occupations (based on 2013 Avg. Hourly Earnings)

California	SLO County	North County
Management Occupations \$59.16	Management Occupations \$45.21	Legal Occupations \$45.29
Legal Occupations \$56.65	Legal Occupations \$45.13	Management Occupations \$44.95
Computer & Mathematical Occupations \$45.47	Healthcare Practitioners & Technical Occupations \$39.65	Healthcare Practitioners & Technical Occupations \$40.14
Architecture & Engineering Occupations \$44.93	Architecture & Engineering Occupations \$38.43	Architecture & Engineering Occupations \$38.36
Healthcare Practitioners & Technical Occupations \$43.79	Life, Physical, & Social Science Occupations \$36.03	Life, Physical, & Social Science Occupations \$35.49

Lowest Average Wage Occupations (based on 2013 Avg. Hourly Earnings)

California	SLO County	North County
Farming, Fishing, & Forestry Occupations \$10.14	Food Preparation and Serving Related Occupations \$10.92	Food Preparation and Serving Related Occupations \$10.82
Food Preparation & Serving Related Occupations \$10.98	Farming, Fishing, & Forestry Occupations \$11.21	Farming, Fishing, & Forestry Occupations \$11.12
Personal Care & Service Occupations \$12.71	Building & Grounds Cleaning & Maintenance Occupations \$12.64	Personal Care & Service Occupations \$12.28
Building & Grounds Cleaning & Maintenance Occupations \$13.63	Personal Care & Service Occupations \$12.66	Building & Grounds Cleaning & Maintenance Occupations \$13.02
Healthcare Support Occupations \$15.81	Transportation & Material Moving Occupations \$14.09	Transportation & Material Moving Occupations \$13.90

Section 2d – Occupations: Location Quotient

Occupation Location Quotient (LQ)

California	SLO County	North County
Farming, Fishing, & Forestry Occupations 2.77	Farming, Fishing, & Forestry Occupations 4.55	Farming, Fishing, & Forestry Occupations 11.51
Life, Physical, & Social Science Occupations 1.40	Community & Social Service Occupations 1.47	Construction & Extraction Occupations 1.57
Arts, Design, Entertainment, Sports, & Media Occupations 1.39	Building & Grounds Cleaning & Maintenance Occupations 1.35	Sales & Related Occupations 1.19

**Section 3 – North County Specific data**

**Section 3a – North County Specific data: Occupational Staffing Patterns of Top 5 Industries**

The largest industries in North County by total size are *Retail Trade* with 4,228 jobs, *Health Care & Social Assistance* with 3,710 jobs, *Accommodation & Food Services* with 3,524 jobs, *Crop & Animal Production* with 3,475 jobs, and *Manufacturing* with 3,133 jobs.

**Top 5 Occupational Staffing Patterns within the Retail Trade Industry in North County**

Occupation	Total Employed in Industry (2014)	% of total industry	Median Hourly Earnings
Retail Salespersons	1236	29.2%	\$11.37
Cashiers	848	20.1%	\$10.01
First-Line Supervisors of Retail Sales Workers	349	8.3%	\$18.08
Stock Clerks & Order Fillers	310	7.3%	\$10.29
Packers & Packagers, Hand	110	2.6%	\$8.79

**Top 5 Occupational Staffing Patterns within the Health Care & Social Assistance Industry in North County**

Occupation	Total Employed in Industry (2014)	% of total industry	Median Hourly Earnings
Personal Care Aides	643	17.3%	\$10.55
Registered Nurses	200	5.4%	\$43.02
Medical Assistants	154	4.2%	\$15.37
Nursing Assistant	148	4.0%	\$12.57
Medical Secretaries	146	3.9%	\$17.66

**Top 5 Occupational Staffing Patterns within the Accommodation & Food Services Industry in North County**

Occupation	Total Employed in Industry (2014)	% of total industry	Median Hourly Earnings
Combined Food Preparation & Serving Workers, Including Fast Food	757	21.5%	\$9.08
Waiters & Waitresses	624	17.7%	\$9.17
Cooks, Restaurant	250	7.1%	\$14.44
Cooks, Fast Food	248	7.0%	\$9.12
First-Line Supervisors of Food Preparation & Serving Workers	192	5.5%	\$13.05

Top 5 Occupational Staffing Patterns within the Crop & Animal Production Industry in North County

Occupation	Total Employed in Industry (2014)	% of total industry	Median Hourly Earnings
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2184	62.9%	\$9.06
Farmworkers, Farm, Ranch, and Aquacultural Animals	131	3.8%	\$20.07
First-Line Supervisors of Farming, Fishing, and Forestry Workers	122	3.5%	\$10.93
Farmers, Ranchers, and Other Agricultural Managers	125	3.6%	\$10.91
Agricultural Equipment Operators	121	3.5%	\$35.01

Top 5 Occupational Staffing Patterns within the Manufacturing Industry in North County

Occupation	Total Employed in Industry (2014)	% of total industry	Median Hourly Earnings
Packaging and Filling Machine Operators and Tenders	210	6.7%	\$8.91
Helpers--Production Workers	153	4.9%	\$8.66
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	145	4.6%	\$15.14
Demonstrators and Product Promoters	114	3.6%	\$15.12
Team Assemblers	97	3.1%	\$14.13

[Section 3b – North County Specific data: Additional Occupational Data Points](#)

Occupations with highest number of annual openings in North County

Occupation	Annual Job Openings
Farming, Fishing, and Forestry Occupations	292
Sales & Related Occupations	242
Office & Administrative Support Occupations	218
Food Preparation & Serving Related Occupations	200
Production Occupations	179

Overall Largest Number of Jobs in North County

Occupation	Total Jobs (2014)	Median Earnings (2013)
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2331	\$10.35
Retail Salespersons	1359	\$12.99
Cashiers	1040	\$11.43
Combined Food Preparation and Serving Workers, Including Fast Food	833	\$9.60
Personal Care Aides	690	\$10.60
Waiters and Waitresses	679	\$9.96
Packers and Packagers, Hand	535	\$9.15
General and Operations Managers	507	\$44.57
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	504	\$17.13
Office Clerks, General	488	\$14.97

Overall Highest Paying Jobs in North County

Occupation	Total Jobs (2014)	Median Earnings (2013)
Surgeons	13	\$116.56
Internists, General	11	\$103.27
Psychiatrists	14	\$100.21
Physicians and Surgeons, All Other	30	\$83.43
Dentists, General	27	\$83.11
Family and General Practitioners	48	\$78.96
Chief Executives	55	\$73.22
Pharmacists	39	\$62.82
Marketing Managers	23	\$62.64
Lawyers	32	\$58.31

Section 3c – North County Specific data: Self-Employment

Top 10 Self-Employment Industries in North County

Industry	Total Jobs (2014)	Earnings Per Worker (2014)
Site Preparation Contractors	185	\$25,381
Landscaping Services	168	\$17,713
Residential Remodelers	143	\$33,610
All Other Specialty Trade Contractors	121	\$17,788
Crop Production	122	\$25,459
New Single-Family Housing Construction (except For-Sale Builders)	105	\$37,310
Private Households <sup>5</sup>	91	\$10,917
Child Day Care Services	81	\$15,287
Painting and Wall Covering Contractors	71	\$17,206
Beauty Salons	68	\$19,314

Top 10 Self-Employment Occupations in North County

Occupation	Total Jobs (2014)
Carpenters	243
Construction Laborers	223
Farmers, Ranchers, and Other Agricultural Managers	175
Managers, All Other	139
Landscaping and Groundskeeping Workers	130
Real Estate Sales Agents	108
Childcare Workers	102
First-Line Supervisors of Retail Sales Workers	90
Construction Managers	87
Painters, Construction and Maintenance	56

<sup>5</sup> Private Households includes self-employed individuals in the following occupations: *Maids & Housekeeping Cleaners; Childcare Workers; Personal Care Aides; Laborers & Freight, Stock, and Material Movers, Hand; Janitors & Cleaners, Except Maids & Housekeeping Cleaners; Personal Care & Service Workers, All other.*

**Section 4 – Reference Tables**

**Section 4a – North American Industry Classification System (NAICS) Reference Table<sup>6</sup>**

NAICS	Description
11	<b>Crop &amp; Animal Production</b> This sector is engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitat. It distinguishes two activities: agricultural production or agricultural support activities. Industry subsectors include: Crop Production; Animal Production; Forestry and Logging; Fishing, Hunting and Trapping; Support Activities for Agriculture and Forestry. Includes occupations such as: Farmworkers and Laborers, Crop, Nursery, and Greenhouse; Farmworkers, Farm, Ranch, and Aquacultural Animals; First-Line Supervisors of Farming, Fishing, and Forestry Workers; Agricultural Equipment Operators.
21	<b>Mining, Quarrying, &amp; Oil &amp; Gas Extraction</b> This sector comprises establishments that extract naturally occurring mineral solids, liquid minerals, and gases. The sector distinguishes two activities: mine operation and mining support activities. Industry subsectors include: Oil and Gas Extraction; Mining (except Oil and Gas); Support Activities for Mining. Includes occupations such as: Geoscientists, Except Hydrologists and Geographers; Rotary Drill Operators, Oil and Gas; Heavy and Tractor-Trailer Truck Drivers; Continuous Mining Machine Operators.
22	<b>Utilities</b> <i>Utility</i> establishments engage in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal. The activities associated with the utility services vary by the utility. Utilities consist of one subsector with three primary industry groups: Electric Power Generation, Transmission and Distribution; Natural Gas Distribution; Water, Sewage and Other Systems. Includes occupations such as: Electrical Power-Line Installers and Repairers; Power Plant Operators; Meter Readers, Utilities; Customer Service Representatives; First-Line Supervisors of Mechanics, Installers, and Repairers; General and Operations Managers.
23	<b>Construction</b> <i>Construction</i> establishments are primarily engaged in the construction of buildings or engineering projects. Sector activities include: preparation of sites for new construction and establishments engaged in subdividing land for sale, production of a specific component. Industry subsectors include: Construction of Buildings; Heavy and Civil Engineering Construction; Specialty Trade Contractors. Includes occupations such as: Construction Laborers; Carpenters; Electricians.
31-33	<b>Manufacturing</b> <i>Manufacturing</i> establishments engage in mechanical, physical, or chemical transformation of materials, substances, or components into new products. Industry subsectors include: Food Manufacturing; Beverage and Tobacco Product Manufacturing; Textile Mills; Textile Product Mills; Apparel Manufacturing; Leather and Allied Product Manufacturing; Wood Product Manufacturing; Paper Manufacturing; Printing and Related Support Activities; Petroleum and Coal Products Manufacturing; Chemical Manufacturing; Plastics and Rubber Products Manufacturing; Nonmetallic Mineral Product Manufacturing; Primary Metal Manufacturing; Fabricated Metal Product Manufacturing; Machinery Manufacturing; Computer and Electronic Product Manufacturing; Electrical Equipment, Appliance, and Component Manufacturing; Transportation Equipment Manufacturing; Furniture and Related Product Manufacturing; Miscellaneous Manufacturing. Includes occupations such as: Helpers-Production Workers; Packaging and Filling Machine Operators and Tenders; Team Assemblers; Machinists; First-line Supervisors of Production and Operating Workers.
42	<b>Wholesale Trade</b> <i>Wholesale Trade</i> establishments are engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. Industry subsectors include: Merchant Wholesalers, Durable Goods; Merchant Wholesalers, Nondurable Goods; Wholesale Electronic Markets and Agents and Brokers. Includes occupations such as: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products; Laborers and Freight, Stock, and Material Movers, Hand; Packers and Packagers, Hand; General and Operations Managers.
44-45	<b>Retail Trade</b> <i>Retail Trade</i> establishments engage in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. Industry subsectors include: Motor Vehicle and Parts Dealers; Furniture and Home Furnishings Stores; Electronics and Appliance Stores; Building Material and Garden Equipment and Supplies Dealers; Food and Beverage Stores; Health and Personal Care Stores; Gasoline Stations; Clothing and Clothing Accessories Stores; Sporting Goods, Hobby, Book, and Music Stores; Miscellaneous Store Retailers; Nonstore Retailers. Includes occupations such as: First-Line Supervisors of Retail Sales Workers; Cashiers; Retail Salesperson; Stock Clerks and Order Fillers; Packers and Packagers, Hand.
48-49	<b>Transportation &amp; Warehousing</b> <i>Transportation &amp; Warehousing</i> provides transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation. Industry subsectors include: Air Transportation; Rail Transportation; Water Transportation; Truck Transportation; Transit and Ground Passenger Transportation; Pipeline Transportation; Scenic and Sightseeing Transportation; Support Activities for Transportation; Postal Service; Couriers and Messengers; Warehousing and Storage. Includes occupations such as: Heavy and Tractor-Trailer Truck Drivers; Bus Drivers, Transit and Intercity; Reservation and Transportation Ticket Agents and Travel Clerks; Dispatchers, except Police, Fire, and Ambulance; Bus and Truck Mechanics and Diesel Engine Specialists.
51	<b>Information</b> <i>Information</i> establishments are engaged in producing and distributing information and cultural products, providing the means to transmit or distribute these products as well as data or communications, and processing data. Industry subsectors include: Publishing Industries (except Internet); Motion Picture and Sound Recording Industries; Broadcasting (except Internet); Internet Publishing and Broadcasting; Telecommunications; Data Processing, Hosting, and Related Services; Other Information Services. Includes occupations such as: Computer User Support Specialists; Software Developers, Applications; Advertising Sales Agents.
52	<b>Finance &amp; Insurance</b> Comprises establishments primarily engaged in financial transactions and/or facilitating financial transactions. Industry subsectors include: Monetary Authorities – Central Bank; Credit Intermediation and Related Activities; Securities, Commodity Contracts, and Other Financial Investments and Related Activities; Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles. Includes occupations such as: Tellers; Securities, Commodities, and Financial Services Sales Agents; Insurance Sales Agents; Loan Officers; Insurance Claims and Policy Processing Clerks; Financial Managers; Loan Interviewers and Clerks.
53	<b>Real Estate &amp; Rental &amp; Leasing</b> <i>Real Estate &amp; Rental &amp; Leasing</i> establishments are engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. It includes establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate. Industry subsectors include: Real Estate; Rental and Leasing Services; Lessors of Nonfinancial Intangible Assets (except Copyrighted Works). Includes occupations such as: Counter and Rental Clerks; Real Estate Sales Agents; Real Estate Brokers; Property, Real Estate, and Community Association Managers.
54	<b>Professional, Scientific, &amp; Technical Services</b> These establishments specialize in performing professional, scientific, and technical activities for others and require a high degree of expertise and training. These establishments specialize according to expertise and provide these services to clients in a variety of industries. Consists of one subsector with the following primary industry groups: Legal Services; Accounting, Tax Preparation, Bookkeeping, and Payroll Services; Architectural, Engineering, and Related Services; Specialized Design Services; Computer Systems Design and Related Services; Management, Scientific, and Technical Consulting Services; Scientific Research and Development Services; Advertising and Related Services; Other Professional, Scientific, and Technical Services.
55	<b>Management of Companies &amp; Enterprises</b> <i>Management of Companies &amp; Enterprises</i> hold the securities of companies and enterprises for the purpose of owning a controlling interest or influencing management decisions or establishments that administer, oversee, and manage establishments of the company or enterprise and that normally undertake the strategic or organizational planning and decision making role of the company or enterprise. This industry consists of a single subsector Management of Companies & Enterprises. Includes occupations

<sup>6</sup> Source: [http://www.bls.gov/iag/tgs/iag\\_index\\_naics.htm](http://www.bls.gov/iag/tgs/iag_index_naics.htm)

	such as: Accountants and Auditors; Financial Managers; Business Operations Specialists, All Other.
56	<b>Administrative &amp; Support &amp; Waste Management &amp; Remediation Services</b> This sector comprises establishments performing routine support activities for the day-to-day operations of other organizations. Industry subsectors include: Administrative and Support Services; Waste Management and Remediation Services. Includes occupations such as: Secretaries and Administrative Assistants, Except Legal, Medical, and Executive; Refuse and Recyclable Material Collectors; Office Clerks, General; Septic Tank Servicers and Sewer Pipe Cleaners.
61	<b>Educational Services</b> <i>Educational Services</i> provide instruction & training by specialized establishments (such as schools, colleges, universities, & training centers) & may be privately or publicly owned and operated. Consists of industry groups: Elementary and Secondary Schools; Junior Colleges; Colleges, Universities, and Professional Schools; Business Schools and Computer and Management Training; Technical and Trade Schools; Other Schools and Instruction; Educational Support Services. Includes occupations such as: Secondary School Teachers, Except Special & Career/Technical Education; Secretaries & Administrative Assistants, Except Legal, Medical, & Executive; Office Clerks, General.
62	<b>Health Care &amp; Social Assistance</b> <i>Health Care &amp; Social Assistance</i> provides health care and social assistance for individuals. It includes both health care and social assistance because sometimes it is difficult to distinguish the boundaries of these two activities. Many of the industries are defined based on the educational degree held by the practitioners. Industry subsectors include: Ambulatory Health Care Services; Hospitals; Nursing and Residential Care Facilities; Social Assistance. Includes occupations such as: Registered Nurses; Nursing Assistants; Medical Assistants; Personal Care Aides; Medical Secretaries.
71	<b>Arts, Entertainment, &amp; Recreation</b> These establishments are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests. Industry subsectors include: Performing Arts, Spectator Sports, and Related Industries; Museums, Historical Sites, and Similar Institutions; Amusement, Gambling, and Recreation Industries. Includes occupations such as: Fitness Trainers and Aerobics Instructors; Amusement and Recreation Attendants; Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers.
72	<b>Accommodation &amp; Food Services</b> This sector provides customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment. Industry subsectors include: Accommodation; Food Services and Drinking Places. Includes occupations such as: Waiters and Waitresses; Maids and Housekeeping Cleaners; Cooks, Restaurant; Hotel, Motel, and Resort Desk Clerks.
81	<b>Other Services (except Public Administration)</b> This sector comprises establishments engaged in providing services not specifically provided elsewhere in the classification system. Industry subsectors include: Repair and Maintenance; Personal and Laundry Services; Religious, Grantmaking, Civic, Professional, and Similar Organizations; Private Households. <i>Private Households</i> includes self employed individuals in the following occupations: <i>Maids &amp; Housekeeping Cleaners; Childcare Workers; Personal Care Aides; Laborers &amp; Freight, Stock, &amp; Material Movers, Hand; Janitors &amp; Cleaners, Except Maids &amp; Housekeeping Cleaners; Personal Care &amp; Service Workers, All other.</i>
90	<b>Government</b> Industry subsectors include: Federal Government (Civilian or Military); State Government (Education and Hospitals; or State Government, Excluding Education and Hospitals); Local Government (Education and Hospitals; or Local Government, Excluding Education and Hospitals). Includes occupations such as: Psychiatric Technicians; Police and Sheriff's Patrol Officers; Postsecondary Teachers; Correctional Officers and Jailers; Firefighters.

**Section 4b – Standard Occupational Classification (SOC) Reference Table**

SOC	Occupation Description
11-0000	Management Occupations
13-0000	Business & Financial Operations Occupations
15-0000	Computer & Mathematical Occupations
17-0000	Architecture & Engineering Occupations
19-0000	Life, Physical, & Social Science Occupations
21-0000	Community & Social Service Occupations
23-0000	Legal Occupations
25-0000	Education, Training, & Library Occupations
27-0000	Arts, Design, Entertainment, Sports, & Media Occupations
29-0000	Healthcare Practitioners & Technical Occupations
31-0000	Healthcare Support Occupations
33-0000	Protective Service Occupations
35-0000	Food Preparation & Serving Related Occupations
37-0000	Building & Grounds Cleaning & Maintenance Occupations
39-0000	Personal Care & Service Occupations
41-0000	Sales & Related Occupations
43-0000	Office & Administrative Support Occupations
45-0000	Farming, Fishing, & Forestry Occupations
47-0000	Construction & Extraction Occupations
49-0000	Installation, Maintenance, & Repair Occupations
51-0000	Production Occupations
53-0000	Transportation & Material Moving Occupations
55-0000	Military occupations
99-0000	Unclassified Occupation