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Industries and Occupations of the South San Luis Obispo County, San Luis Obispo County and California

Prepared by

San Luis Obispo County Workforce Development

For

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Background

This report is presented to Judith Bean, President/CEO of the Arroyo Grande Grover Beach Chamber of Commerce on behalf of the businesses, cities, and schools of Arroyo Grande, Grover Beach, and South San Luis Obispo County. It is a breakdown of industries and occupations within South San Luis Obispo County¹ compared to San Luis Obispo County overall and the State of California. For the sake of this report, South San Luis Obispo County will be referred to as South County and is a look at the areas south of Avila Beach beginning at the northern most point of Shell Beach Road including Arroyo Grande, Grover Beach, Nipomo, Pismo Beach, and Oceano.



The data source (unless otherwise specified) is EMSI Analyst 2015.3, 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 are represented for each category unless unavailable or otherwise specified. Additional South County specific data is presented in section 3 within the **blue tables**. The San Luis Obispo County Industry Clusters of Opportunity

follow in section 4. Reference tables of industry and occupation classifications are in the **purple tables** within section 5.

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 code². 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, sorted largest to smallest (2015 Jobs)

| California | SLO County | South County |
|---|--|---|
| Government 2,673,164 Jobs | Government 21,684 Jobs | Accommodation & Food Services 3,869 Jobs |
| Health Care & Social Assistance 2,094,188 Jobs | Accommodation & Food Services 15,194 Jobs | Government 3,383 Jobs |
| Retail Trade 1,663,956 Jobs | Health Care & Social Assistance 14,331 Jobs | Retail Trade 2,960 Jobs |
| Accommodation & Food Services 1,521,939 Jobs | Retail Trade 13,778 Jobs | Health Care & Social Assistance 2,462 Jobs |
| Manufacturing 1,275,583 Jobs | Construction 7,060 Jobs | Construction 1,624 Jobs |

Smallest Industries by Total Employees, sorted smallest to largest (2015 jobs)

| California | SLO County | South County |
|--|---|--|
| Mining, Quarrying, & Oil & Gas Ext. 26,324 Jobs | Mining, Quarrying, & Oil & Gas Ext. 137 Jobs | Mgmt. of Companies & Enterprises 17 Jobs |
| Utilities 58,974 Jobs | Mgmt. of Companies & Enterprises 529 Jobs | Mining, Quarrying, & Oil & Gas Ext. 20 Jobs |
| Mgmt. of Companies & Enterprises 233,972 Jobs | Information 1,395 Jobs | Educational Services 131 Jobs |
| Arts, Entertainment, & Recreation | Arts, Entertainment, & Recreation | Information |

¹ South San Luis Obispo County is identified by the zip codes of 93420, 93421, 93433, 93444, 93445, 93448, 93449, 93475, and 93483

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

| | | |
|--|--|--|
| 279,474 Jobs | 1,458 Jobs | 166 Jobs |
| Real Estate & Rental & Leasing 280,879 Jobs | Real Estate & Rental & Leasing 1,950 Jobs | Transportation & Warehousing 261 Jobs |

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. Looking at growth by *percent* change helps smaller industries not get overshadowed by larger industries *actual* change. To measure true significance of change it is recommended to also view *actual* job change. 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 cannot be dismissed as it would have also have an impact to the business and employees. If only sorting by actual change and not percent change that could be overlooked.

Actual Growth Industries, by percent (%) change, sorted highest to lowest (2010-2015)

| California | SLO County | South County |
|---|--|--|
| Health Care & Social Assistance 41% Change: 608,383 Jobs | Construction 44% Change: 2,154 Jobs | Utilities 107% Change: 232 Jobs |
| Construction 29% Change: 166,721 Jobs | Utilities 36% Change: 657 Jobs | Transportation & Warehousing 36% Change: 547 Jobs |
| Administrative & Support & Waste Mgmt & Remediation Services 28% Change: 234,584 Jobs | Transportation & Warehousing 96% Change: 128 Jobs | Health Care & Social Assistance 33% Change: 3,557 Jobs |
| Professional, Scientific, & Technical Services 23% Change: 236,348 Jobs | Crop & Animal Production 52% Change: 106 Jobs | Administrative & Support & Waste Mgmt. & Remediation Services 32% Change: 1,564 Jobs |
| Management of Companies & Enterprises 22% Change: 41,786 Jobs | Construction 48% Change: 523 Jobs | Real Estate & Rental & Leasing 18% Change: 300 Jobs |
| | Health Care & Social Assistance 46% Change: 770 Jobs | |

Note: In the South County region, the *Mining, Quarrying, & Oil & Gas Extraction* has insufficient data for 2010-2015 change & 2010-2015 percent

Actual Growth Industries, by total jobs, sorted highest to lowest (2010-2015)

| California | SLO County | South County |
|--|---|---|
| Health Care & Social Assistance 608,383 Jobs | Health Care & Social Assistance 3,557 Jobs | Health Care & Social Assistance 770 Jobs |
| Accommodation & Food Services 271,457 Jobs | Construction 2,154 Jobs | Construction 523 Jobs |
| Professional, Scientific, & Technical Services 236,348 Jobs | Accommodation & Food Services 1,896 Jobs | Accommodation & Food Services 491 Jobs |
| Administrative & Support & Waste Mgmt & Remediation Services 234,584 Jobs | Administrative & Support & Waste Mgmt. & Remediation Services 1,564 Jobs | Administrative & Support & Waste Mgmt. & Remediation Services 239 Jobs |
| Construction 166,721 Jobs | Manufacturing 999 Jobs | Utilities 232 Jobs |

Note: In the South County region, the *Mining, Quarrying, & Oil & Gas Extraction* has insufficient data for 2010-2015 change & 2010-2015 percent

Actual Decline to Industries, by percent (%) change, sorted lowest to highest (2010-2015)

| California | SLO County | South County |
|---|---|---|
| Other Services (Except Public Administration) -26% Change: -217,376 Jobs | Mining, Quarrying, & Oil & Gas Extraction -52% Change: -149 Jobs | Other Services (Except Public Admin.) -14% Change: -227 Jobs |
| Government -1% Change: -14,443 Jobs | Other Services (except Public Administration) -14% Change: -877 Jobs | Finance & Insurance -10% Change: -63 Jobs |
| n/a | Finance & Insurance -9% Change: -213 Jobs | Manufacturing -6% Change: -63 Jobs |
| | Management of Companies & Enterprises -5% Change: -26 Jobs | Management of Companies & Enterprises -6% Change: -1 Jobs |
| | Crop & Animal Production -4% Change: -192 Jobs | n/a |

Note: In the South County region, the *Mining, Quarrying, & Oil & Gas Extraction* has insufficient data for 2010-2015 change & 2010-2015 percent change. Typically insufficient data means there are less than 10 jobs or no jobs reported in this industry. Since there are not additional declining industries, a separate table presenting decline sorted by job change will not be provided.

Projected Growing Industries, by percent (%) change, sorted highest to lowest (2010-2020)

| California | SLO County | South County |
|---|---|--|
| Health Care & Social Assistance 65% Change: 963,750 Jobs | Administrative & Support & Waste Mgmt. & Remediation Services 68% Change: 3,319 Jobs | Transportation & Warehousing 147% Change: 195 Jobs |
| Administrative & Support & Waste Mgmt. & Remediation Services 38% Change: 326,802 Jobs | Transportation & Warehousing 55% Change: 843 Jobs | Utilities 142% Change: 306 Jobs |
| Professional, Scientific, & Technical Services 37% Change: 374,812 Jobs | Construction 51% Change: 2,510 Jobs | Crop & Animal Production 73% Change: 150 Jobs |
| Educational Services 35% Change: 123,205 Jobs | Health Care & Social Assistance 50% Change: 5,356 Jobs | Educational Services 71% Change: 67 Jobs |
| Accommodation & Food Services 34% Change: 426,625 Jobs | Real Estate & Rental & Leasing 36% Change: 597 Jobs | Health Care & Social Assistance 67% Change: 1,133 Jobs |

Note: In the South County region, the *Mining, Quarrying, & Oil & Gas Extraction* has insufficient data for 2010-2020 Change & 2010-2020 Percent Change.

Projected Growth Industries, by total projected job change, sorted highest to lowest (2010-2020)

| California | SLO County | South County |
|---|---|---|
| Health Care & Social Assistance 963,750 Jobs | Health Care & Social Assistance 5,356 Jobs | Health Care & Social Assistance 1,133 Jobs |
| Accommodation & Food Services 426,625 Jobs | Accommodation & Food Services 3,410 Jobs | Accommodation & Food Services 869 Jobs |

| | | |
|---|---|---|
| Professional, Scientific, & Technical Services 374,812 Jobs | Administrative & Support & Waste Mgmt. & Remediation Services 3,319 Jobs | Retail Trade 583 Jobs |
| Administrative & Support & Waste Mgmt. & Remediation Services 326,802 Jobs | Construction 2,510 Jobs | Construction 549 Jobs |
| Retail Trade 269,705 Jobs | Retail Trade 2,268 Jobs | Administrative & Support & Waste Mgmt. & Remediation Services 399 Jobs |

Note: In the South County region, the *Mining, Quarrying, & Oil & Gas Extraction* has insufficient data for 2010-2020 Change & 2010-2020 Percent Change.

Projected Declining Industries, by percent (%) change, sorted lowest to highest (2010-2020)

| California | SLO County | South County |
|---|---|---|
| Other Services (Except Public Administration) -23% Change: -194,881 Jobs | Mining, Quarrying, & Oil & Gas Extraction -49% Change: -141 Jobs | Manufacturing -14% Change: -154 Jobs |
| Manufacturing -2% Change: -21,699 Jobs | Other Services (except Public Administration) -12% Change: -748 Jobs | Other Services (Except Public Admin.) -13% Change: -207 Jobs |
| n/a | Management of Companies & Enterprises -8% Change: -47 Jobs | Management of Companies & Enterprises -11% Change: -2 Jobs |
| | Crop & Animal Production -7% Change: -347 Jobs | Finance & Insurance -9% Change: -57 Jobs |
| | Finance & Insurance -5% Change: -121 Jobs | Information -7% Change: -10 Jobs |

Note: Additional declining industries, not included in table but projected to experience decline in SLO County are *Crop & Animal Production* -347 Jobs. In the South County region, the *Mining, Quarrying, & Oil & Gas Extraction* has insufficient data for 2010-2020 Change & 2010-2020 Percent Change. Typically insufficient data means there are less than 10 jobs or no jobs reported in this industry.

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

Highest Annual Average Employee Wages, Salaries, & Proprietor Earnings by Industry (Annual), sorted highest to lowest

| California | SLO County | South County |
|--|---|---|
| Mining, Quarrying, & Oil & Gas Extraction \$144,608 | Utilities \$137,077 | Utilities \$169,482 |
| Information \$140,447 | Finance & Insurance \$68,997 | Finance & Insurance \$67,258 |
| Utilities \$113,736 | Mining, Quarrying, & Oil & Gas Extraction \$68,093 | Management of Companies & Enterprises \$63,558 |
| Mgmt. of Companies & Enterprises \$119,354 | Mgmt. of Companies & Enterprises \$63,449 | Manufacturing \$53,448 |
| Finance & Insurance \$107,273 | Information \$58,958 | Construction \$51,849 |

Note: Higher earning industries contribute more to economic prosperity.

Lowest Annual Average Employee Wages, Salaries, & Proprietor Earnings by Industry (Annual), sorted lowest to highest

| California | SLO County | South County |
|--|--|--|
| Accommodation & Food Services \$20,489 | Arts, Entertainment, & Recreation \$16,660 | Arts, Entertainment, & Recreation \$15,073 |
| Crop & Animal Production \$29,018 | Educational Services \$17,741 | Accommodation & Food Services \$18,975 |
| Other Services (Except Public Administration) \$32,717 | Accommodation & Food Services \$18,662 | Educational Services \$20,426 |
| Retail Trade \$33,317 | Other Services (except Public Administration) \$22,087 | Other Services (except Public Administration) \$21,531 |
| Administrative & Support & Waste Mgmt. & Remediation Services \$39,218 | Administrative & Support & Waste Mgmt. & Remediation Services \$27,945 | Retail Trade \$28,237 |

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 1.5 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 | South County |
|---|---------------------------------------|---------------------------------------|
| Crop & Animal Production 2.67 | Utilities 5.48 | Utilities 5.27 |
| Information 1.49 | Crop & Animal Production 4.16 | Accommodation & Food Services 1.97 |
| Professional, Scientific, & Technical Services 1.25 | Accommodation & Food Services 1.44 | Construction 1.62 |

Section 1e– Industries: Size of Industries sorted by 2-digit Industry NAICS Code

| Industry | California | SLO County | South County |
|---|------------|------------|--------------|
| Crop & Animal Production | 423,684 | 4,650 | 311 |
| Mining, Quarrying, & Oil & Gas Ext. | 26,324 | 137 | 20 |
| Utilities | 58,974 | 2,503 | 448 |
| Construction | 744,978 | 7,060 | 1,624 |
| Manufacturing | 1,275,583 | 6,823 | 1,040 |
| Wholesale Trade | 732,209 | 3,003 | 771 |
| Retail Trade | 1,663,956 | 13,778 | 2,960 |
| Transportation & Warehousing | 474,958 | 2,085 | 261 |
| Information | 480,618 | 1,395 | 166 |
| Finance & Insurance | 549,617 | 2,213 | 546 |
| Real Estate & Rental & Leasing | 280,879 | 1,950 | 417 |
| Professional, Scientific, & Technical Svcs. | 1,262,195 | 5,054 | 747 |
| Management of Companies & Enterprises | 233,972 | 529 | 17 |
| Admin. & Support & Waste Mngmt. & Remediation Svcs. | 1,086,442 | 6,417 | 1,120 |
| Educational Services | 411,950 | 3,096 | 131 |
| Health Care & Social Assistance | 2,094,188 | 14,331 | 2,462 |
| Arts, Entertainment, & Recreation | 279,474 | 1,458 | 470 |
| Accommodation & Food Services | 1,521,939 | 15,194 | 3,869 |

| | | | |
|---------------------------------------|-----------|--------|-------|
| Other Services (except Public Admin.) | 615,900 | 5,563 | 1,363 |
| Government | 2,673,164 | 21,684 | 3,383 |

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 digit³. For the purposes of this report, the data is based off of the two digit major group SOC.⁴ 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 (2015 Jobs)

| California | SLO County | South County |
|---|--|---|
| Office & Administrative Support 2,715,180 | Office & Administrative Support 17,830 | Office & Admin. Support 3,096 |
| Sales & Related 1,705,392 | Sales & Related Occupations 12,599 | Food Preparation & Serving Related 2,939 |
| Food Preparation & Serving Related 1,513,153 | Food Preparation & Serving Related 12,228 | Sales & Related 2,678 |
| Transportation & Material Moving 1,071,532 | Education, Training, & Library 7,604 | Education, Training, & Library 1,812 |
| Management 967,056 | Construction & Extraction 6,340 | Construction & Extraction 1,358 |

Smallest Occupations by Total Number of Employees (2015 Jobs)

| California | SLO County | South County |
|--|--|---|
| Legal 130,237 | Military 578 | Legal 76 |
| Life, Physical, & Social Science 193,467 | Legal 651 | Military 149 |
| Military 217,945 | Life, Physical, & Social Science 1,263 | Life, Physical, & Social Science 165 |
| Community & Social Service 278,969 | Arts, Design, Entertainment, Sports, & Media 1,605 | Computer & Mathematical 232 |
| Arts, Design, Entertainment, Sports, & Media 317,018 | Architecture & Engineering 1,962 | Architecture & Engineering 249 |

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

⁴ See last page for a table of two digit SOC codes

Section 2b – Occupations: Growing and Declining Occupations

Actual Growth Occupations, by percent (%) change, sorted highest to lowest (2010-2015)

| California | | | SLO County | South County |
|---|--|--|--|--|
| Community & Social Service 33% Change: 68,609 Jobs | | | Construction & Extraction 39% Change: 1,768 Jobs | Construction & Extraction 47% Change: 432 Jobs |
| Healthcare Support 24% Change: 77,082 Jobs | Computer & Mathematical 24% Change: 110,551 Jobs | Construction & Extraction 24% Change: 600,279 Jobs | Personal Care & Service 34% Change: 1,164 Jobs | Farming, Fishing, & Forestry 37% Change: 89 Jobs |
| Food Preparation & Serving Related 21% Change: 267,687 Jobs | | | Military 28% Change: 127 Jobs | Computer & Mathematical 30% Change: 54 Jobs |
| Transportation & Material Moving 16% Change: 149,699 Jobs | Management 16% Change: 134,018 Jobs | Computer & Mathematical 21% Change: 352 Jobs | Personal Care & Service 29% Change: 212 Jobs | |
| Business & Financial Operations 15% Change: 120,685 Jobs | | | Production 20% Change: 928 Jobs | Military 27% Change: 32 Jobs |

Actual Growth Occupations, by total jobs, sorted highest to lowest (2010-2015)

| California | SLO County | South County |
|--|--|--|
| Office & Administrative Support 269,561 Jobs | Construction & Extraction 1,768 Jobs | Construction & Extraction 432 Jobs |
| Food Preparation & Serving Related 267,687 Jobs | Food Preparation & Serving Related 1,604 Jobs | Food Preparation & Serving Related 388 Jobs |
| Sales & Related 172,638 Jobs | Office & Administrative Support 1,290 Jobs | Sales & Related 213 Jobs |
| Transportation & Material Moving 149,699 Jobs | Sales & Related 1,170 Jobs | Personal Care & Service 212 Jobs |
| Management 134,018 Jobs | Personal Care & Service 1,164 Jobs | Office & Administrative Support 205 Jobs |

Actual Decline to Occupations, by percent (%) change, sorted lowest to highest (2010-2015)

| California | SLO County | South County |
|--|---|--------------------------------|
| Building & Grounds Cleaning & Maintenance -5% Change: -28,912 Jobs | Farming, Fishing, & Forestry -4% Change: -176 Job | Legal -5% Change: -4 Job |
| Military -3% Change: -5,888 Jobs | Legal -1% Change: -5 Job | n/a |
| n/a | n/a | |

Note: Since there are not additional declining industries, a separate table presenting decline sorted by job change will not be provided.

Projected Growing Occupations, by percent (%) change, sorted highest to lowest (2010-2020)

| California | SLO County | South County |
|---|--|---|
| Community & Social Service 48% Change: 100,173 Jobs | Personal Care & Service 55% Change: 1,899 Jobs | Computer & Mathematical 55% Change: 98 Jobs |

| | | |
|---|---|---|
| Healthcare Support 45% Change: 143,360 Jobs | Computer & Mathematical 47% Change: 783 Jobs | Construction & Extraction 48% Change: 445 Jobs |
| Computer & Mathematical 36% Change: 165,626 Jobs | Construction & Extraction 43% Change: 1,984 Jobs | Farming, Fishing, & Forestry 48% Change: 117 Jobs |
| Food Preparation & Serving Related 34% Change: 419,881 Jobs | Healthcare Support 38% Change: 930 Jobs | Personal Care & Service 47% Change: 343 Jobs |
| Personal Care & Service 30% Change: 146,884 Jobs | Transportation & Material Moving 35% Change: 1,774 Jobs | Healthcare Support 43% Change: 182 Jobs |

Projected Growth Occupations, by job change, sorted highest to lowest (2010-2020)

| California | SLO County | South County |
|--|--|--|
| Food Preparation & Serving Related 419,881 Jobs | Food Preparation & Serving Related 2,797 Jobs | Food Preparation & Serving Related 648 Jobs |
| Office & Administrative Support 389,901 Jobs | Office & Administrative Support 2,537 Jobs | Sales & Related 513 Jobs |
| Sales & Related 279,273 Jobs | Sales & Related 2,528 Jobs | Construction & Extraction 445 Jobs |
| Transportation & Material Moving 215,494 Jobs | Construction & Extraction 1,984 Jobs | Office & Administrative Support 386 Jobs |
| Management 186,953 Jobs | Personal Care & Service 1,899 Jobs | Personal Care & Service 343 Jobs |

Projected Declining Occupations, by percent (%) change, lowest to highest (2010-2020)

| California | SLO County | South County |
|---|--|--------------------------------|
| Military -6% Change: -13,554 Jobs | Farming, Fishing, & Forestry -7% Change: -299 Jobs | Legal -4% Change: -3 Job |
| n/a | n/a | n/a |

Note: Projected Declining Occupations, by job change, sorted lowest to highest (2010-2020) is represented in the above table as no other projected declining occupations are currently projected.

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

Highest Average Wage Occupations (based on 2014 Avg. Hourly Earnings)

| California | SLO County | South County |
|---|---|---|
| Management \$53.29 | Legal \$41.46 | Legal \$41.01 |
| Legal \$52.72 | Management \$40.75 | Healthcare Practitioners & Technical \$40.24 |
| Computer & Mathematical \$45.56 | Healthcare Practitioners & Technical \$39.99 | Management \$40.19 |
| Architecture & Engineering \$44.84 | Architecture & Engineering \$39.33 | Architecture & Engineering \$39.66 |
| Healthcare Practitioners & Technical \$43.99 | Computer & Mathematical \$35.60 | Life, Physical, & Social Science \$36.32 |

Lowest Average Wage Occupations (based on 2014 Avg. Hourly Earnings)

| California | SLO County | South County |
|--|---|---|
| Farming, Fishing, & Forestry \$9.87 | Farming, Fishing, & Forestry \$10.75 | Farming, Fishing, & Forestry \$10.75 |

| | | |
|---|---|---|
| Food Preparation & Serving Related \$10.11 | Food Preparation & Serving Related \$11.03 | Food Preparation & Serving Related \$11.00 |
| Personal Care & Service \$11.69 | Building & Grounds Cleaning & Maintenance \$12.17 | Building & Grounds Cleaning & Maintenance \$12.27 |
| Building & Grounds Cleaning & Maintenance \$12.34 | Personal Care & Service \$12.43 | Personal Care & Service \$12.92 |
| Healthcare Support \$15.28 | Transportation & Material Moving \$13.92 | Transportation & Material Moving \$13.60 |

Section 2d – Occupations: Location Quotient

Occupation Location Quotient (LQ)

| California | SLO County | South County |
|---|--------------------------------------|--|
| Farming, Fishing, & Forestry 2.73 | Farming, Fishing, & Forestry 4.53 | Farming, Fishing, & Forestry 1.98 |
| Life, Physical, & Social Science 1.39 | Community & Social Service 1.59 | Construction & Extraction 1.58 |
| Arts, Design, Entertainment, Sports, & Media 1.38 | Construction & Extraction 1.37 | Building & Grounds Cleaning & Maintenance 1.54 |

Section 2e– Occupations: Size of Occupations sorted by 2-digit Occupational SOC Code

| Occupation | California | SLO County | South County |
|--|------------|------------|--------------|
| Management | 967,056 | 5,621 | 1,011 |
| Business & Financial Operations | 928,769 | 4,143 | 700 |
| Computer & Mathematical | 568,017 | 2,021 | 232 |
| Architecture & Engineering | 342,919 | 1,962 | 249 |
| Life, Physical, & Social Science | 193,467 | 1,263 | 165 |
| Community & Social Service | 278,969 | 3,170 | 492 |
| Legal | 130,237 | 651 | 76 |
| Education, Training, & Library | 957,481 | 7,604 | 1,812 |
| Arts, Design, Entertainment, Sports, & Media | 317,018 | 1,605 | 311 |
| Healthcare Practitioners & Technical | 792,892 | 6,227 | 1,028 |
| Healthcare Support | 397,370 | 2,932 | 525 |
| Protective Service | 403,910 | 3,378 | 362 |
| Food Preparation & Serving Related | 1,513,153 | 12,228 | 2,939 |
| Building & Grounds Cleaning & Maintenance | 544,181 | 5,061 | 1,134 |
| Personal Care & Service | 526,183 | 4,598 | 935 |
| Sales & Related | 1,705,392 | 12,599 | 2,678 |
| Office & Admin. Support | 2,715,180 | 17,830 | 3,096 |
| Farming, Fishing, & Forestry | 348,753 | 4,074 | 332 |
| Construction & Extraction | 600,279 | 6,340 | 1,358 |
| Installation, Maintenance, & Repair | 533,190 | 3,872 | 687 |
| Production | 898,649 | 5,590 | 912 |
| Transportation & Material Moving | 1,071,532 | 5,953 | 1,037 |
| Military | 217,945 | 578 | 149 |

Section 3 – South County Specific data

Section 3a – South County Specific data: Sub-Region by zip codes

Distribution of workforce within region and location of jobs

| City | Zip | Population | Total Workforce Population (Ages 15 to 64) | Total Jobs in Region (all industries) | Current Wages (avg all industries, all population) |
|---------------|-------|------------|---|--|--|
| Region | All | 95,953 | 59,386 | 22,220 | \$39,383 |
| Arroyo Grande | 93420 | 35,289 | 20,923 | 9,886 | \$41,349 |
| Arroyo Grande | 93421 | 2,124 | 1,448 | 314 | \$52,371 |
| Grover Beach | 93433 | 16,196 | 10,773 | 3,278 | \$40,724 |
| Grover Beach | 93483 | 2,086 | 1,421 | 322 | \$33,585 |
| Nipomo | 93444 | 20,742 | 12,578 | 2,437 | \$42,244 |
| Oceano | 93445 | 6,204 | 4,059 | 796 | \$40,667 |
| Oceano | 93475 | 1,304 | 890 | 50 | \$58,867 |
| Pismo Beach | 93448 | 2,480 | 1,690 | 239 | \$72,079 |
| Pismo Beach | 93449 | 9,529 | 5,606 | 4,898 | \$30,642 |

Section 3b – South County Specific data: Top 5 Largest South County industries & their Occupational Staffing Patterns

| | | | | |
|---|--------------------------------------|--|---|--|
| 1. Accommodation & Food Services 3,869 | 2. Government 3,383 | 3. Retail Trade 2,960 | 4. Health Care & Social Assistance 2,462 | 5. Construction 1,624 |
|---|--------------------------------------|--|---|--|

1. Accommodation & Food Services

Top 5 South County Largest Industries within *Accommodation & Food Services*

| Industry | Total Employed in Industry (2015) | Projected % Change (2010-2020) | Projected Change by jobs | Annual Avg Employee Wages, Salaries, & Proprietor Earnings |
|---|-----------------------------------|--------------------------------|--------------------------|--|
| Full-Service Restaurants | 1,564 | 28% | 368 jobs | \$22,535 |
| Hotels (except Casino Hotels) and Motels | 1,063 | 24% | 236 jobs | \$25,533 |
| Limited-Service Restaurants | 962 | 24% | 194 jobs | \$18,847 |
| Snack and Nonalcoholic Beverage Bars | 176 | 50% | 68 jobs | \$16,564 |
| RV (Recreational Vehicle) Parks and Campgrounds | 57 | -18% | -10 jobs | \$35,919 |

Top 5 South County Occupational Staffing Patterns within *Accommodation & Food Services*

| Occupation | Total Employed in Industry (2015) | % of total industry | Median Hourly Earnings |
|--|-----------------------------------|---------------------|------------------------|
| Waiters and Waitresses | 668 | 17.3% | \$10.75 |
| Combined Food Preparation and Serving Workers, Including Fast Food | 655 | 16.9% | \$9.72 |
| Maids and Housekeeping Cleaners | 328 | 8.5% | \$10.01 |
| Cooks, Restaurant | 288 | 7.5% | \$13.81 |
| Hotel, Motel, and Resort Desk Clerks | 216 | 5.6% | \$10.95 |

2. Government

Top 5 South County Largest Industries within *Government*

| Industry | Total Employed in Industry (2015) | Projected % Change (2010-2020) | Projected Change by jobs | Annual Avg Employee Wages, Salaries, & Proprietor Earnings |
|---|-----------------------------------|--------------------------------|--------------------------|--|
| Elementary & Secondary Schools (Local Government) | 2,156 | 5% | 111 jobs | \$42,521 |
| Local Government, Excluding Education & Hospitals | 451 | 11% | 48 jobs | \$59,481 |
| Colleges, Universities, & Professional Schools (State Government) | 282 | -5% | -5 jobs | \$62,902 |
| State Government, Excluding Education & Hospitals | 169 | -6% | -6 jobs | \$52,378 |
| Hospitals (State Government) | 149 | 23% | 27 jobs | \$31,964 |

Top 5 South County Occupational Staffing Patterns within *Government*

| Occupation | Total Employed in Industry (2015) | % of total industry | Median Hourly Earnings |
|--|-----------------------------------|---------------------|------------------------|
| Secondary School Teachers, Except Special & Career/Technical Education | 328 | 9.7% | \$31.81 |
| Elementary School Teachers, Except Special Education | 318 | 9.4% | \$35.43 |
| Substitute Teachers | 293 | 8.7% | \$16.81 |
| Teacher Assistants | 236 | 7.0% | \$12.96 |
| Middle School Teachers, Except Special & Career/Technical Education | 151 | 4.5% | \$27.54 |

3. Retail Trade

Top 5 South County Largest Industries within *Retail Trade*

| Industry | Total Employed in Industry (2015) | Projected % Change (2010-2020) | Projected Change by jobs | Annual Avg Employee Wages, Salaries, & Proprietor Earnings |
|--|-----------------------------------|--------------------------------|--------------------------|--|
| Supermarkets and Other Grocery (except Convenience) Stores | 634 | 4% | 23 jobs | \$28,242 |
| Discount Department Stores | 328 | 65% | 176 jobs | \$20,770 |
| Sporting Goods Stores | 235 | 74% | 122 jobs | \$28,139 |
| Family Clothing Stores | 194 | 45% | 82 jobs | \$16,646 |
| Hardware Stores | 149 | -3% | -4 jobs | \$25,643 |

Top 5 South County Occupational Staffing Patterns within *Retail Trade*

| Occupation | Total Employed in Industry (2015) | % of total industry | Median Hourly Earnings |
|--|-----------------------------------|---------------------|------------------------|
| Retail Salespersons | 909 | 30.7% | \$11.88 |
| Cashiers | 552 | 18.6% | \$10.20 |
| First-Line Supervisors of Retail Sales Workers | 247 | 8.3% | \$19.04 |
| Stock Clerks and Order Fillers | 222 | 7.5% | \$11.59 |
| Packers and Packagers, Hand | 101 | 3.4% | \$9.64 |

4. Health Care & Social Assistance

Top 5 South County Largest Industries within *Health Care & Social Assistance*

| Industry | Total Employed in Industry (2015) | Projected % Change (2010-2020) | Projected Change by jobs | Annual Avg Employee Wages, Salaries, & Proprietor Earnings |
|--|-----------------------------------|--------------------------------|--------------------------|--|
| Services for the Elderly and Persons with Disabilities | 391 | 543% | 429 jobs | \$12,023 |
| Offices of Physicians (except Mental Health Specialists) | 374 | 1% | 4 jobs | \$71,927 |
| General Medical and Surgical Hospitals | 322 | -9% | -31 jobs | \$73,664 |
| Nursing Care Facilities (Skilled Nursing Facilities) | 223 | 54% | 88 jobs | \$31,384 |
| Offices of Dentists | 217 | 25% | 47 jobs | \$44,584 |

Top 5 South County Occupational Staffing Patterns within *Health Care & Social Assistance*

| Occupation | Total Employed in Industry (2015) | % of total industry | Median Hourly Earnings |
|---------------------|-----------------------------------|---------------------|------------------------|
| Personal Care Aides | 348 | 14.1% | \$10.69 |
| Registered Nurses | 163 | 6.6% | \$42.79 |
| Medical Assistants | 114 | 4.6% | \$14.80 |
| Medical Secretaries | 106 | 4.3% | \$17.49 |
| Nursing Assistants | 91 | 3.7% | \$12.27 |

5. Construction

Top 5 South County Largest Industries within *Construction*

| Industry | Total Employed in Industry (2015) | Projected % Change (2010-2020) | Projected Change by jobs | Annual Avg Employee Wages, Salaries, & Proprietor Earnings |
|--|-----------------------------------|--------------------------------|--------------------------|--|
| Site Preparation Contractors | 234 | 135% | 171 jobs | \$66,562 |
| Electrical Contractors and Other Wiring Installation Contractors | 207 | 51% | 79 jobs | \$57,452 |
| Commercial and Institutional Building Construction | 169 | 22% | 31 jobs | \$69,845 |
| Drywall and Insulation Contractors | 165 | -4% | -4 jobs | \$41,994 |
| Residential Remodelers | 160 | 99% | 94 jobs | \$42,431 |

Top 5 South County Occupational Staffing Patterns within *Construction*

| Occupation | Total Employed in Industry (2015) | % of total industry | Median Hourly Earnings |
|--|-----------------------------------|---------------------|------------------------|
| Construction Laborers | 246 | 15.2% | \$17.52 |
| Carpenters | 146 | 9.0% | \$21.25 |
| Painters, Construction and Maintenance | 117 | 7.2% | \$19.94 |
| First-Line Supervisors of Construction Trades and Extraction Workers | 89 | 5.5% | \$34.56 |
| Electricians | 89 | 5.5% | \$32.77 |

Section 3b – South County Specific data: Additional Occupational Data Points

South County occupations with highest number of annual openings

| Occupation | Annual Job Openings |
|--|---------------------|
| Food Preparation and Serving Related Occupations | 182 |
| Sales and Related Occupations | 153 |
| Office and Administrative Support Occupations | 133 |
| Construction and Extraction Occupations | 79 |
| Personal Care and Service Occupations | 67 |

Overall Largest Number of South County Jobs

| Occupation | Total Jobs (2015) | Median Hourly Earnings |
|---|-------------------|------------------------|
| Retail Salespersons | 962 | \$11.88 |
| Cashiers | 742 | \$10.20 |
| Combined Food Preparation and Serving Workers, Including Fast Food | 731 | \$9.72 |
| Waiters and Waitresses | 693 | \$10.75 |
| Maids and Housekeeping Cleaners | 412 | \$10.01 |
| Personal Care Aides | 371 | \$10.69 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 361 | \$17.52 |
| Janitors and Cleaners, Except Maids and Housekeeping Cleaners | 356 | \$11.65 |
| General and Operations Managers | 353 | \$38.93 |
| Secondary School Teachers, Except Special and Career/Technical Education | 337 | \$31.81 |

Overall Highest Paying South County Jobs

| Occupation | Total Jobs (2015) | Median Hourly Earnings |
|---|-------------------|------------------------|
| Dentists, General | 21 | \$96.27 |
| Physicians and Surgeons, All Other | 37 | \$89.63 |
| Family and General Practitioners | 27 | \$83.77 |
| Chief Executives | 42 | \$67.40 |
| Pharmacists | 35 | \$64.09 |
| First-Line Supervisors of Correctional Officers | 14 | \$60.13 |
| Lawyers | 31 | \$59.22 |
| Architectural and Engineering Managers | 17 | \$55.75 |
| Education Administrators, Elementary and Secondary School | 56 | \$54.09 |
| Marketing Managers | 12 | \$54.00 |

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

Top 10 South County Self-Employment Industries⁵

| Industry | Total Jobs (2015) | Annual Earnings Per Worker |
|--|-------------------|----------------------------|
| Construction | 814 | \$25,633 |
| Other Services (except Public Administration) | 389 | \$17,828 |
| Administrative and Support and Waste Management and Remediation Services | 312 | \$22,111 |
| Professional, Scientific, and Technical Services | 276 | \$34,756 |
| Arts, Entertainment, and Recreation | 203 | \$12,354 |
| Real Estate and Rental and Leasing | 187 | \$21,173 |

⁵ Source: EMSI 2015.3, Self Employment

| | | |
|-----------------------------------|-----|----------|
| Retail Trade | 177 | \$25,323 |
| Health Care and Social Assistance | 164 | \$42,109 |
| Manufacturing | 74 | \$25,636 |
| Educational Services | 62 | \$12,409 |

Top 10 Overall [South County](#) Self-Employment Industries⁶

| Industry | Total Jobs (2015) | Annual Earnings Per Worker |
|---|-------------------|----------------------------|
| Residential Remodelers | 269 | \$28,611 |
| Landscaping Services | 202 | \$17,149 |
| Private Households ⁷ | 138 | \$8,058 |
| Independent Artists, Writers, and Performers | 112 | \$11,533 |
| All Other Specialty Trade Contractors | 111 | \$19,210 |
| Site Preparation Contractors | 100 | \$30,208 |
| Offices of Real Estate Agents and Brokers | 83 | \$14,771 |
| New Single-Family Housing Construction (except For-Sale Builders) | 52 | \$40,315 |
| Painting and Wall Covering Contractors | 48 | \$16,298 |
| Other Personal Care Services ⁸ | 47 | \$15,695 |

Top 10 Self-Employment [South County](#) Occupations⁹

| Occupation | Total Jobs (2015) |
|--|-------------------|
| Construction and Extraction Occupations | 652 |
| Sales and Related Occupations | 363 |
| Building and Grounds Cleaning and Maintenance Occupations | 333 |
| Management Occupations | 269 |
| Personal Care and Service Occupations | 265 |
| Arts, Design, Entertainment, Sports, and Media Occupations | 233 |
| Business and Financial Operations Occupations | 124 |
| Installation, Maintenance, and Repair Occupations | 91 |
| Healthcare Practitioners and Technical Occupations | 85 |
| Production Occupations | 74 |

Top 10 Overall Self-Employment [South County](#) Occupations¹⁰

| Occupation | Total Jobs (2015) |
|--|-------------------|
| Construction Laborers | 179 |
| Carpenters | 173 |
| Landscaping and Groundskeeping Workers | 159 |
| Managers, All Other | 102 |
| Maids and Housekeeping Cleaners | 101 |
| Real Estate Sales Agents | 98 |
| Painters, Construction and Maintenance | 88 |
| Childcare Workers | 77 |
| First-Line Supervisors of Retail Sales Workers | 67 |
| Construction Managers | 58 |

⁶ Source: EMSI 2015.3, Self Employment

⁷ 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.*

⁸ Other Personal Care Services includes self-employed individuals in the following occupations: *Massage Therapists; Manicurists & Pedicurists; Personal Care & Service Workers, All Other; Skincare Specialists; Shampooers.*

⁹ Source: EMSI 2015.3, Self Employment

¹⁰ Source: EMSI 2015.3, Self Employment

Section 4 – Industry Clusters of Opportunity

The San Luis Obispo County Industry Clusters of Opportunity analyzed in this report closely followed those identified in previous countywide reports, however in some cases, relevant industries were added to established clusters and cluster definitions were refined to utilize the North American Industry Classification System (NAICS). These Clusters of Opportunity are high regional growth industries within San Luis Obispo County. Local strategy focuses to build prosperity and continued job growth within these clusters.

Building, Design, and Construction

| | | | | |
|--|---|--|---|---|
| Total Jobs SLO County 9,635 | 1 year % Change (2014-2015) +4.6% 427 jobs | 5 year % Change (2010-2015) +34.0% 2,443 jobs | Projected % Change (2010-2020) +40.0% 2,878 jobs | Avg Earnings Per Job \$51,346 |
| Total Jobs by SLO County sub-region | Coastal 834 jobs | North County 3,482 jobs | San Luis Obispo City 3,161 jobs | South County 2,150 jobs |

Energy

| | | | | |
|--|--|--|---|---|
| Total Jobs SLO County 4,662 | 1 year % Change (2014-2015) +11.8% 494 jobs | 5 year % Change (2010-2015) +61.7% 1,778 jobs | Projected % Change (2010-2020) +83.7% 2,414 jobs | Avg Earnings Per Job \$95,716 |
| Total Jobs by SLO County sub-region | Coastal 384 jobs | North County 1,219 jobs | San Luis Obispo City 2,131 jobs | South County 912 jobs |

Health Services

| | | | | |
|--|---|--|---|---|
| Total Jobs SLO County 17,016 | 1 year % Change (2014-2015) +7.3% 1,161 jobs | 5 year % Change (2010-2015) +26.4% 3,549 jobs | Projected % Change (2010-2020) +41.4% 5,575 jobs | Avg Earnings Per Job \$44,567 |
| Total Jobs by SLO County sub-region | Coastal 878 jobs | North County 4,669 jobs | San Luis Obispo City 8,487 jobs | South County 2,969 jobs |

Knowledge & Innovation Services

| | | | | |
|--|---|--|---|---|
| Total Jobs SLO County 14,671 | 1 year % Change (2014-2015) +4.8% 671 jobs | 5 year % Change (2010-2015) +26.3% 3,053 jobs | Projected % Change (2010-2020) +51.4% 5,974 jobs | Avg Earnings Per Job \$41,439 |
| Total Jobs by SLO County sub-region | Coastal 231 jobs | North County 2,458 jobs | San Luis Obispo City 11,100 jobs | South County 876 jobs |

Specialized Manufacturing

| Total Jobs SLO County | 1 year % Change (2014-2015) | 5 year % Change (2010-2015) | Projected % Change (2010-2020) | Avg Earnings Per Job |
|-------------------------------------|---------------------------------|------------------------------------|---|---------------------------------|
| 7,499 | +2.8% 207 jobs | +20.3% 1,263 jobs | +27.6% 1,723 jobs | \$46,578 |
| Total Jobs by SLO County sub-region | Coastal 726 jobs | North County 3,218 jobs | San Luis Obispo City 2,596 jobs | South County 905 jobs |

Uniquely SLO County

| Total Jobs SLO County | 1 year % Change (2014-2015) | 5 year % Change (2010-2015) | Projected % Change (2010-2020) | Avg Earnings Per Job |
|-------------------------------------|---------------------------------|------------------------------------|---|-----------------------------------|
| 25,629 | +0.8% 214 jobs | +18.2% 3,945 jobs | +30.9% 6,703 jobs | \$23,876 |
| Total Jobs by SLO County sub-region | Coastal 3,058 jobs | North County 8,923 jobs | San Luis Obispo City 8,108 jobs | South County 5,058 jobs |

Section 5 – Reference Tables

Section 5a – North American Industry Classification System (NAICS) Reference Table¹¹

| NAICS | Description | NAICS | Description |
|-------|---|-------|--|
| 11 | Crop & Animal Production | 53 | Real Estate & Rental & Leasing |
| 21 | Mining, Quarrying, & Oil & Gas Extraction | 54 | Professional, Scientific, & Technical Services |
| 22 | Utilities | 55 | Management of Companies & Enterprises |
| 23 | Construction | 56 | Admin. & Support & Waste Management & Remediation Services |
| 31-33 | Manufacturing | 61 | Educational Services |
| 42 | Wholesale Trade | 62 | Health Care & Social Assistance |
| 44-45 | Retail Trade | 71 | Arts, Entertainment, & Recreation |
| 48-49 | Transportation & Warehousing | 72 | Accommodation & Food Services |
| 51 | Information | 81 | Other Services (except Public Administration) |
| 52 | Finance & Insurance | 90 | Government |

Section 5b – Standard Occupational Classification (SOC) Reference Table¹²

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

¹¹ Source: http://www.bls.gov/iag/tgs/iag_index_naics.htm

¹² Source: http://www.bls.gov/soc/major_groups.htm