



San Luis Obispo County Workforce Development
PO Box 8119 • San Luis Obispo, CA 93403-8119
Phone (805) 781-1908 • Fax (805) 781-1944
www.SLOworkforce.com

A proud partner of the [America's Job Center of California](http://AmericasJobCenterofCalifornia.com)

Industries and Occupations of the San Luis Obispo County Coastal Metropolitan Area, San Luis Obispo County and California

Prepared by

San Luis Obispo County Workforce Development

For

**Sam Taylor, Deputy City Manager, Economic Development
City of Morro Bay**

September 28, 2015
Sarah Hayter
Business Services & Labor Market Specialist
shayter@co.slo.ca.us
(805) 781-1929

2015-2016 Workforce Development Board Members

Carl Dudley, *Chair*, Pacific Western Bank

Kirk Coviello, *Vice-Chair*, SunRun, Inc.

Pam Avila, *WDB Business Council Chair*, Paso Robles Chamber of Commerce

Scott Black, Department of Rehabilitation

Kristin Flynn, Sierra Vista Regional Medical Center

Phillip Koziel, CoastHills Credit Union

Kevin Kuhn, Westport International

Verena Latona-Tahlman, Cannon Corporation

Michael Manchak, Economic Vitality Corporation

Louise Matheny, *WDB Executive Committee member*, Morris & Garritano

Patrick McGuire, *WDB Executive Committee member*, Mid-State Precision, Inc.

Karen O'Brien, SLO Sports Therapy

Grace Schoch-Manzano, *WDB Executive Committee member*, Employment Development Department Workforce Services

Mark Simonin, Local IBEW 639

Dr. Gilbert Stork, Cuesta College

Courtney Taylor, Kirk & Simas

Thomas Wood, Martin Resorts, Inc.

Staff:

Tracy Schiro, Interim Workforce Development Board Director

Dawn Boulanger, Workforce Development Program Manager

Marisol Garcia, MIS & Compliance Specialist

Sarah Hayter, Business Services & Labor Market Specialist

Michael Coughlin, Administrative Support

To learn more about San Luis Obispo County Workforce Development
please visit: www.SLOworkforce.com

This WIOA 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 Sam Taylor, Deputy City Manager, Economic Development with the City of Morro Bay on behalf of the businesses, cities, and schools of Morro Bay and the Coastal Metropolitan Area of San Luis Obispo County. The Coastal Metropolitan Area reviewed in this report diverges from other countywide reports where the



Coast referred to Los Osos, Morro Bay, Cayucos, Cambria, San Simeon and Harmony. For the sake of this report, the Coastal Metropolitan Area will be referred to as Coastal and is a look at the areas of Los Osos, Morro Bay and Cayucos. This sub-regional view was determined by the demographic workforce (80.7% of working age residents reside in the Coastal Metropolitan Area¹), businesses (74.8% of businesses are located in the Coastal Metropolitan area²), and geographical proximity (Los Osos and Cayucos are both approximately 6 miles from Morro Bay³). The following contains a breakdown of industries and occupations within the Coast⁴ compared to San Luis Obispo County overall and the State of California.

The data source (unless otherwise specified) is EMSI Analyst 2015.2, 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 Coastal-specific data are 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 code⁵. 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	Coastal
Government 2,669,636 Jobs	Government 21,064 Jobs	Accommodation & Food Services 1,631 Jobs
Health Care & Social Assistance 2,083,364 Jobs	Accommodation & Food Services 15,700 Jobs	Retail Trade 817 Jobs
Retail Trade 1,654,101 Jobs	Retail Trade 13,751 Jobs	Health Care & Social Assistance 727 Jobs
Accommodation & Food Services 1,528,253 Jobs	Health Care & Social Assistance 13,706 Jobs	Manufacturing 587 Jobs
Manufacturing 1,269,420 Jobs	Construction 7,028 Jobs	Other Services (except Public Administration) 495 Jobs

Note: In SLO County, *Manufacturing* is the sixth largest industry with 6,835 jobs.

¹ Demographic data source: EMSI 2015.2

² Business data source: EMSI Analyst 2015.2 - Infogroup

³ Map data source: ©2015 Google

⁴ The Coastal Metropolitan Area in San Luis Obispo County includes Morro Bay, Cayucos and Los Osos defined by the zip codes of 93402, 93412, 93430, 93442, and 93443

⁵ Source: <http://www.naics.com/history-naics-code/>

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

California	SLO County	Coastal
Mining, Quarrying, & Oil & Gas Ext. 27,804 Jobs	Mining, Quarrying, & Oil & Gas Ext. 131 Jobs	Educational Services 11 Jobs
Utilities 58,484 Jobs	Mgmt. of Companies & Enterprises 579 Jobs	Transportation & Warehousing 38 Jobs
Mgmt. of Companies & Enterprises 230,385 Jobs	Information 1,374 Jobs	Information 46 Jobs
Arts, Entertainment, & Recreation 278,255 Jobs	Arts, Entertainment, & Recreation 1,594 Jobs	Wholesale Trade 59 Jobs
Real Estate & Rental & Leasing 282,910 Jobs	Real Estate & Rental & Leasing 1,936 Jobs	Finance & Insurance 133 Jobs

Note: Mining, Quarrying, & Oil & Gas Extraction and Management of Companies & Enterprises have insufficient data for the Coastal region. Typically insufficient data means there are less than 10 jobs or no jobs reported in this industry.

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

California	SLO County	Coastal
Health Care & Social Assistance 40% Change: 597,559 Jobs	Construction 43% Change: 2,122 Jobs	Real Estate & Rental & Leasing 63% Change: 113 Jobs
Construction 27% Change: 157,818 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 38% Change: 1,823 Jobs	Health Care & Social Assistance 51% Change: 247 Jobs
Administrative & Support & Waste Mgmt & Remediation Services 25% Change: 213,020 Jobs	Transportation & Warehousing 31% Change: 483 Jobs	Utilities 49% Change: 49 Jobs
Accommodation & Food Services 22% Change: 277,771 Jobs	Health Care & Social Assistance 27% Change: 2,932 Jobs	Construction 43% Change: 124 Jobs
Professional, Scientific, & Technical Services 21% Change: 218,056 Jobs	Utilities 22% Change: 413 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 41% Change: 106 Jobs

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

California	SLO County	Coastal
Health Care & Social Assistance 597,559 Jobs	Health Care & Social Assistance 2,932 Jobs	Accommodation & Food Services 264 Jobs
Accommodation & Food Services 277,771 Jobs	Accommodation & Food Services 2,402 Jobs	Health Care & Social Assistance 247 Jobs
Professional, Scientific, & Technical Services 218,056 Jobs	Construction 2,122 Jobs	Manufacturing 130 Jobs
Administrative & Support & Waste Mgmt & Remediation Services 213,020 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 1,823 Jobs	Construction 124 Jobs
Construction 157,818 Jobs	Manufacturing 1,011 Jobs	Real Estate & Rental & Leasing 113 Jobs

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

California	SLO County	Coastal
Other Services (Except Public Administration) -26% Change: -213,030 Jobs	Mining, Quarrying, & Oil & Gas Extraction -54% Change: -155 Jobs	Transportation & Warehousing -19% Change: -9 Jobs
Government -1% Change: -17,971 Jobs	Other Services (except Public Administration) -13% Change: -836 Jobs	Other Services (except Public Administration) -18% Change: -105 Jobs
n/a	Finance & Insurance -4% Change: -92 Jobs	Crop & Animal Production -15% Change: -49 Jobs
	Crop & Animal Production -3% Change: -146 Jobs	Finance & Insurance -11% Change: -16 Jobs
	n/a	Educational Services -8% Change: -1 Job

Note: Mining, Quarrying, & Oil & Gas Extraction and Management of Companies & Enterprises have insufficient data for the Coastal region. Typically insufficient data means there are less than 10 jobs or no jobs reported in this industry.

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

California	SLO County	Coastal
Other Services (Except Public Administration) -213,030 Jobs	Other Services (except Public Administration) -836 Jobs	Other Services (except Public Administration) -105 Jobs
Government -17,971 Jobs	Mining, Quarrying, & Oil & Gas Extraction -155 Jobs	Crop & Animal Production -49 Jobs
n/a	Crop & Animal Production -146 Jobs	Finance & Insurance -16 Jobs
	Finance & Insurance -92 Jobs	Government -9 Jobs
	n/a	Transportation & Warehousing -9 Jobs

Note: Mining, Quarrying, & Oil & Gas Extraction and Management of Companies & Enterprises have insufficient data for the Coastal region. Typically insufficient data means there are less than 10 jobs or no jobs reported in this industry.

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

California	SLO County	Coastal
Health Care & Social Assistance 64% Change: 951,897 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 73% Change: 3,559 Jobs	Real Estate & Rental & Leasing 162% Change: 292 Jobs
Administrative & Support & Waste Mgmt. & Remediation Services 36% Change: 302,577 Jobs	Transportation & Warehousing 52% Change: 799 Jobs	Health Care & Social Assistance 81% Change: 388 Jobs
Professional, Scientific, & Technical Services 35% Change: 359,732 Jobs	Construction 50% Change: 2,462 Jobs	Utilities 69% Change: 70 Jobs
Accommodation & Food Services 34% Change: 427,935 Jobs	Health Care & Social Assistance 45% Change: 4,820 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 58% Change: 152 Jobs
Construction 32% Change: 183,973 Jobs	Real Estate & Rental & Leasing 35% Change: 584 Jobs	Construction 55% Change: 158 Jobs

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

California	SLO County	Coastal
Health Care & Social Assistance 951,897 Jobs	Health Care & Social Assistance 4,820 Jobs	Accommodation & Food Services 395 Jobs
Accommodation & Food Services 427,935 Jobs	Accommodation & Food Services 3,777 Jobs	Health Care & Social Assistance 388 Jobs
Professional, Scientific, & Technical Services 359,732 Jobs	Administrative & Support & Waste Mgmt. & Remediation Services 3,559 Jobs	Real Estate & Rental & Leasing 292 Jobs
Administrative & Support & Waste Mgmt. & Remediation Services 302,577 Jobs	Construction 2,462 Jobs	Manufacturing 215 Jobs
Retail Trade 260,692 Jobs	Retail Trade 2,264 Jobs	Construction 158 Jobs

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

California	SLO County	Coastal
Other Services (Except Public Administration) -23% Change: -192,436 Jobs	Mining, Quarrying, & Oil & Gas Extraction -52% Change: -149 Jobs	Crop & Animal Production -21% Change: -70 Jobs
Manufacturing -2% Change: -27,177 Jobs	Other Services (except Public Administration) -11% Change: -736 Jobs	Other Services (Except Public Administration) -17% Change: -104 Jobs
n/a	Crop & Animal Production -6% Change: -287 Jobs	Transportation & Warehousing -17% Change: -8 Jobs

Note: Mining, Quarrying, & Oil & Gas Extraction and Management of Companies & Enterprises have insufficient data for the Coastal region. Typically insufficient data means there are less than 10 jobs or no jobs reported in this industry.

Projected Declining Industries, by total jobs change, sorted lowest to highest (2010-2020)

California	SLO County	Coastal
Other Services (Except Public Administration) -192,436 Jobs	Other Services (except Public Administration) -736 Jobs	Other Services (Except Public Administration) -104 Jobs
Manufacturing -27,177 Jobs	Crop & Animal Production -287 Jobs	Crop & Animal Production -70 Jobs
n/a	Mining, Quarrying, & Oil & Gas Extraction -149 Jobs	Finance & Insurance -9 Jobs

Note: Mining, Quarrying, & Oil & Gas Extraction and Management of Companies & Enterprises have insufficient data for the Coastal region. 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 Salary by Industry (Annual), sorted highest to lowest

California	SLO County	Coastal
Information \$168,028	Utilities \$180,250	Utilities \$177,797
Mining, Quarrying, & Oil & Gas Extraction \$158,552	Mining, Quarrying, & Oil & Gas Extraction \$80,728	Finance & Insurance \$79,989
Utilities \$150,934	Finance & Insurance \$78,326	Government \$73,388
Mgmt. of Companies & Enterprises \$139,476	Mgmt. of Companies & Enterprises \$76,814	Manufacturing \$69,345
Finance & Insurance \$123,290	Government \$75,927	Information \$65,546

Note: Higher earning industries contribute more to economic prosperity.

Lowest Annual Average Employee Salary by Industry (Annual), sorted lowest to highest

California	SLO County	Coastal
Accommodation & Food Services \$23,812	Educational Services \$17,014	Arts, Entertainment, & Recreation \$20,075
Crop & Animal Production \$34,924	Arts, Entertainment, & Recreation \$19,327	Accommodation & Food Services \$21,805
Other Services (Except Public Administration) \$37,346	Accommodation & Food Services \$21,572	Educational Services \$29,833
Retail Trade \$39,765	Other Services (except Public Administration) \$24,626	Administrative & Support & Waste Mgmt. & Remediation Services \$30,594
Administrative & Support & Waste Mgmt. & Remediation Services \$46,258	Administrative & Support & Waste Mgmt. & Remediation Services \$32,849	Other Services (Except Public Administration) \$31,434

Note: Mining, Quarrying, & Oil & Gas Extraction and Management of Companies & Enterprises have insufficient data for the Coastal region. Typically insufficient data means there are less than 10 jobs or no jobs reported in this industry.

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	Coastal
Crop & Animal Production 2.69	Utilities 4.98	Utilities 5.72
Information 1.46	Crop & Animal Production 4.22	Crop & Animal Production 4.36
Professional, Scientific, & Technical Services 1.24	Accommodation & Food Services 1.49	Real Estate & Rental & Leasing 2.90

Note: In the Coastal region, *Accommodation & Food Services* has a LQ of 2.69 and *Other Services (Except Public Administration)* has a LQ of 1.82.

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 digit⁶. For the purposes of this report, the data is based off of the two digit major group SOC.⁷ 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	Coastal
Office & Administrative Support 2,702,900	Office & Administrative Support 17,852	Food Preparation & Serving Related 1,279
Sales & Related 1,695,030	Food Preparation & Serving Related 12,681	Office & Administrative Support 838
Food Preparation & Serving Related 1,517,806	Sales & Related Occupations 12,575	Sales & Related 777
Transportation & Material Moving 1,066,940	Education, Training, & Library 7,090	Building & Grounds Cleaning & Maintenance 453
Management 957,716	Construction & Extraction 6,299	Production 432

⁶ Source: <http://www.bls.gov/soc/socguide.htm>

⁷ See last page for a table of two digit SOC codes

Smallest Occupations by Total Number of Employees (2015 Jobs)

California	SLO County	Coastal
Legal 130,679	Military 566	Legal 20
Life, Physical, & Social Science 192,057	Legal 666	Life, Physical, & Social Science 49
Military 213,605	Life, Physical, & Social Science 1,257	Computer & Mathematical 52
Community & Social Service 279,566	Arts, Design, Entertainment, Sports, & Media 1,602	Military 53
Arts, Design, Entertainment, Sports, & Media 309,833	Architecture & Engineering 1,950	Arts, Design, Entertainment, Sports, & Media 84

Section 2b – Occupations: Growing and Declining Occupations

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

California			SLO County	Coastal
Community & Social Service 33% Change: 68,938 Jobs			Construction & Extraction 38% Change: 1,742 Jobs	Architecture & Engineering 48% Change: 50 Jobs
Healthcare Support 23% Change: 74,732 Jobs	Computer & Mathematical 23% Change: 104,013 Jobs	Construction & Extraction 23% Change: 108,993 Jobs	Personal Care & Service 33% Change: 1,143 Jobs	Construction & Extraction 45% Change: 111 Jobs
Food Preparation & Serving Related 21% Change: 268,379 Jobs			Military 25% Change: 115 Jobs	Production 28% Change: 94 Jobs
Transportation & Material Moving 16% Change: 145,488 Jobs			Computer & Mathematical 22% Change: 368 Jobs	Military 26% Change: 11 Jobs
Management 15% Change: 127,247 Jobs			Production 20% Change: 922 Jobs	Personal Care & Service 26% Change: 58 Jobs

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

California	SLO County	Coastal
Food Preparation & Serving Related 268,379 Jobs	Food Preparation & Serving Related 2,023 Jobs	Food Preparation & Serving Related 212 Jobs
Office & Administrative Support 257,738 Jobs	Construction & Extraction 1,742 Jobs	Construction & Extraction 111 Jobs
Sales & Related 163,405 Jobs	Office & Administrative Support 1,349 Jobs	Sales & Related 108 Jobs
Transportation & Material Moving 145,488 Jobs	Sales & Related 1,188 Jobs	Production 94 Jobs
Management 127,247 Jobs	Personal Care & Service 1,143 Jobs	Office & Administrative Support 63 Jobs

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

California	SLO County	Coastal
Building & Grounds Cleaning & Maintenance -6% Change: -35,583 Jobs	Farming, Fishing, & Forestry -3% Change: -132 Job	Farming, Fishing, & Forestry -17% Change: -46 Job
Military -5% Change: -10,228 Jobs	Education, Training, & Library -1% Change: -50 Job	Education, Training, & Library -6% Change: -7 Job
n/a	n/a	n/a

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

California	SLO County	Coastal
Building & Grounds Cleaning & Maintenance -35,583 Jobs	Farming, Fishing, & Forestry -132 Job	Farming, Fishing, & Forestry -46 Job
Military 10,228 Jobs	Education, Training, & Library -50 Job	Education, Training, & Library -7 Job
n/a	n/a	n/a

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

California	SLO County	Coastal	
Community & Social Service 47% Change: 99,773 Jobs	Personal Care & Service 55% Change: 1,882 Jobs	Construction & Extraction 57% Change: 140 Jobs	
Healthcare Support 44% Change: 140,939 Jobs	Computer & Mathematical 47% Change: 790 Jobs	Architecture & Engineering 51% Change: 54 Jobs	
Computer & Mathematical 35% Change: 159,204 Jobs	Construction & Extraction 43% Change: 1,945 Jobs	Healthcare Support 49% Change: 67 Jobs	
Food Preparation & Serving Related 33% Change: 416,461 Jobs	Healthcare Support 36% Change: 875 Jobs	Installation, Maintenance, & Repair 46% Change: 100 Jobs	Production 46% Change: 154 Jobs
Personal Care & Service 32% Change: 154,193 Jobs	Transportation & Material Moving 35% Change: 1,800 Jobs	Personal Care & Service 45% Change: 100 Jobs	

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

California	SLO County	Coastal
Food Preparation & Serving Related 416,461 Jobs	Food Preparation & Serving Related 3,105 Jobs	Food Preparation & Serving Related 315 Jobs
Office & Administrative Support 377,451 Jobs	Office & Administrative Support 2,635 Jobs	Sales & Related 225 Jobs
Sales & Related 270,557 Jobs	Sales & Related 2,553 Jobs	Production 154 Jobs
Transportation & Material Moving 208,890 Jobs	Construction & Extraction 1,945 Jobs	Construction & Extraction 140 Jobs
Management 180,022 Jobs	Personal Care & Service 1,882 Jobs	Office & Administrative Support 124 Jobs

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

California	SLO County	Coastal
Military -8% Change: -19,004 Jobs	Farming, Fishing, & Forestry -6% Change: -246 Jobs	Farming, Fishing, & Forestry -24% Change: -64 Jobs
n/a	n/a	Education, Training & Library -4% Change: -4 Jobs

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

California	SLO County	Coastal
Military -19,004 Jobs	Farming, Fishing, & Forestry -246 Jobs	Farming, Fishing, & Forestry -64 Jobs
n/a	n/a	Education, Training & Library -4 Jobs

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

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

California	SLO County	Coastal
Management \$59.74	Management \$45.81	Legal \$44.22
Legal \$57.71	Legal \$43.79	Management \$44.00
Computer & Mathematical \$47.42	Healthcare Practitioners & Technical \$40.08	Healthcare Practitioners & Technical \$37.01
Architecture & Engineering \$45.93	Architecture & Engineering \$39.20	Computer & Mathematical \$36.37
Healthcare Practitioners & Technical \$44.47	Computer & Mathematical \$36.30	Architecture & Engineering \$35.86

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

California	SLO County	Coastal
Farming, Fishing, & Forestry \$10.50	Farming, Fishing, & Forestry \$11.80	Farming, Fishing, & Forestry \$11.82
Food Preparation & Serving Related \$11.31	Food Preparation & Serving Related \$11.85	Food Preparation & Serving Related \$11.87
Personal Care & Service \$12.66	Personal Care & Service \$12.85	Personal Care & Service \$12.89
Building & Grounds Cleaning & Maintenance \$13.82	Building & Grounds Cleaning & Maintenance \$13.08	Building & Grounds Cleaning & Maintenance \$12.96
Healthcare Support \$16.15	Transportation & Material Moving \$14.93	Transportation & Material Moving \$14.00

Section 2d – Occupations: Location Quotient

Occupation Location Quotient (LQ)

California	SLO County	Coastal
Farming, Fishing, & Forestry 2.74	Farming, Fishing, & Forestry 4.57	Farming, Fishing, & Forestry 4.38
Life, Physical, & Social Science 1.39	Community & Social Service 1.56	Food Preparation & Serving Related 2.13
Arts, Design, Entertainment, Sports, & Media 1.36	Construction & Extraction 1.36	Building & Grounds Cleaning & Maintenance 1.99

Section 3 – Coastal Specific data

Section 3a – Coastal Specific data: Occupational Staffing Patterns of Top 5 Industries

The largest industries in the Coastal region by total size are *Accommodation & Food Services* with 1,631 jobs, *Retail Trade* with 817 jobs, *Health Care & Social Assistance* with 727 jobs, *Manufacturing* with 587 jobs, and *Other Services (except Public Administration)* with 495 jobs.

Top 5 Coastal Occupational Staffing Patterns within the *Accommodation & Food Services*

Occupation	Total Employed in Industry (2015)	% of total industry	Median Hourly Earnings
Waiters & Waitresses	333	20.4%	\$10.75
Combined Food Preparation & Serving Workers, Including Fast Food	246	15.1%	\$9.72
Cooks, Restaurant	143	8.8%	\$13.81
Maids & Housekeeping Cleaners	104	6.4%	\$10.01
Dishwashers	86	5.3%	\$9.86

Top 5 Coastal Occupational Staffing Patterns within the *Retail Trade*

Occupation	Total Employed in Industry (2015)	% of total industry	Median Hourly Earnings
Retail Salespersons	195	23.9%	\$11.88
Cashiers	189	23.2%	\$10.20
First-Line Supervisors of Retail Sales Workers	67	8.2%	\$19.04
Stock Clerks & Order Fillers	61	7.4%	\$11.59
Packers & Packagers, Hand	39	4.8%	\$9.64

Top 5 Coastal Occupational Staffing Patterns within the *Health Care & Social Assistance*

Occupation	Total Employed in Industry (2015)	% of total industry	Median Hourly Earnings
Personal Care Aides	131	17.9%	\$10.69
Nursing Assistants	49	6.7%	\$12.27
Social & Human Service Assistants	37	5.1%	\$22.84
Home Health Aides	37	5.1%	\$14.13
Registered Nurses	32	4.4%	\$42.79

Top 5 Coastal Occupational Staffing Patterns within the *Manufacturing*

Occupation	Total Employed in Industry (2015)	% of total industry	Median Hourly Earnings
Electrical & Electronic Equipment Assemblers	49	8.4%	\$14.42
Team Assemblers	49	8.4%	\$15.85
Helpers – Production Workers	26	4.4%	\$9.53
First-Line Supervisors of Production & Operating Workers	21	3.6%	\$26.48
Packers & Packagers, Hand	19	3.2%	\$9.64

Top 5 Coastal Occupational Staffing Patterns within the *Other Services (except Public Administration)*

Occupation	Total Employed in Industry (2015)	% of total industry	Median Hourly Earnings
Automotive Service Technicians & Mechanics	38	7.8%	\$19.93
Cleaners of Vehicles & Equipment	30	6.1%	\$10.17
Secretaries & Administrative Assistants, Except Legal, Medical, & Executive	26	5.3%	\$17.25
Social & Human Service Assistants	19	3.8%	\$22.84
General & Operations Managers	17	3.5%	\$38.93

Section 3b – Coastal Specific data: Additional Occupational Data Points

Coastal occupations with highest number of annual openings

Occupation	Annual Job Openings
Food Preparation & Serving Related Occupations	89
Sales & Related Occupations	49
Construction & Extraction Occupations	43
Office & Administrative Support Occupations	42
Production Occupations	35

Overall Largest Number of Coastal Jobs

Occupation	Total Jobs (2015)	Median Hourly Earnings
Waiters & Waitresses	341	\$10.75
Combined Food Preparation & Serving Workers, Including Fast Food	265	\$9.72
Cashiers	249	\$10.20
Retail Salespersons	210	\$11.88
Janitors & Cleaners, Except Maids & Housekeeping Cleaners	202	\$11.65
Farmworkers & Laborers, Crop, Nursery, & Greenhouse	187	\$9.95
Maids & Housekeeping Cleaners	149	\$10.01
Cooks, Restaurant	145	\$13.81
Personal Care Aides	137	\$10.69
General & Operations Managers	115	\$38.93

Overall Highest Paying Coastal Jobs

Occupation	Total Jobs (2015)	Median Hourly Earnings
Chief Executives	13	\$67.40
Pharmacists	12	\$64.09
Architectural & Engineering Managers	11	\$55.75
Correctional Officers & Jailers	14	\$49.93
Financial Managers	18	\$47.02
Construction Managers	12	\$46.38
Civil Engineers	16	\$44.48
Electrical Power-Line Installers & Repairers	13	\$43.00
Registered Nurses	40	\$42.79
Sales Managers	15	\$40.84

Section 3c – Coastal Specific data: Self-Employment

Top 10 Coastal Self-Employment Industries⁸

Industry	Total Jobs (2015)	Annual Earnings Per Worker
Residential Remodelers	88	\$32,983
Janitorial Services	58	\$16,867
Landscaping Services	41	\$17,493
Offices of Real Estate Agents & Brokers	34	\$14,598
Independent Artists, Writers, & Performers	29	\$11,620
Motion Picture & Video Production	29	\$22,174
Private Households ⁹	29	\$10,778
Site Preparation Contractors	24	\$24,908
New Single-Family Housing Construction (except For-Sale Builders)	19	\$36,615
Other Heavy & Civil Engineering Construction	18	\$29,325

Top 10 Self-Employment Coastal Occupations¹⁰

Occupation	Total Jobs (2015)
Carpenters	53
Construction Laborers	49
Maids & Housekeeping Cleaners	39
Managers, All Other	38
Real Estate Sales Agents	38
Landscaping & Groundskeeping Workers	32
First-Line Supervisors of Retail Sales Workers	30
Painters, Construction & Maintenance	25
Janitors & Cleaners, Except Maids & Housekeeping Cleaners	25
Fishers & Related Fishing Workers	23

⁸ Source: EMSI 2015.2, Self Employment

⁹ 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.*

¹⁰ Source: EMSI 2015.2, Self Employment

Section 4 – Reference Tables

Section 4a – North American Industry Classification System (NAICS) Reference Table¹¹

NAICS	Description
11	Crop & Animal Production 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	Mining, Quarrying, & Oil & Gas Extraction 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	Utilities <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	Construction <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	Manufacturing <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	Wholesale Trade <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	Retail Trade <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	Transportation & Warehousing <i>Transportation & 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	Information <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	Finance & Insurance 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	Real Estate & Rental & Leasing <i>Real Estate & Rental & 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	Professional, Scientific, & Technical Services 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	Management of Companies & Enterprises <i>Management of Companies & 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

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

	such as: Accountants and Auditors; Financial Managers; Business Operations Specialists, All Other.
56	Administrative & Support & Waste Management & Remediation Services 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	Educational Services <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	Health Care & Social Assistance <i>Health Care & 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	Arts, Entertainment, & Recreation 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	Accommodation & Food Services 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	Other Services (except Public Administration) 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 & Housekeeping Cleaners; Childcare Workers; Personal Care Aides;</i> Laborers & Freight, Stock, & Material Movers, Hand; Janitors & Cleaners, Except Maids & Housekeeping Cleaners; Personal Care & Service Workers, All other.
90	Government 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