

Labor Market Overview: Central Valley/Mother Lode Region

May, 2016



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Center of Excellence
Central/Mother Lode Region

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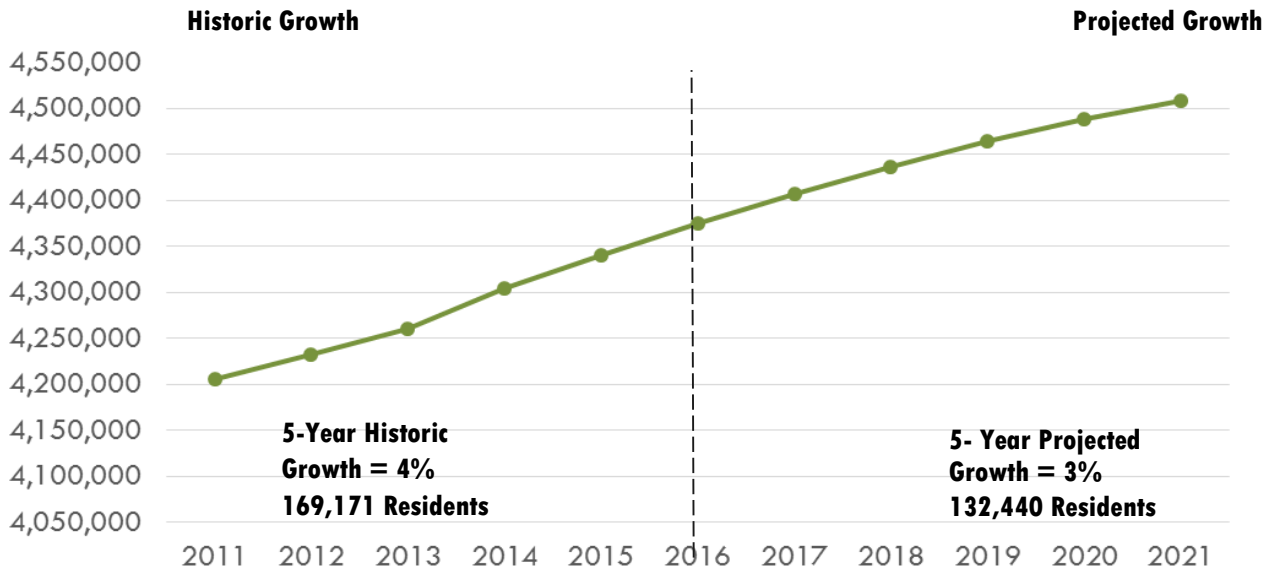
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Regional Population Characteristics

Residential Population

The Central Valley/Mother Lode (CVML) Region is comprised of fifteen counties: **Alpine, Amador, Bakersfield Calaveras, Fresno, Inyo, Kern, Kings, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tulare, and Tuolumne**. The residential population numbered close to 4,400,000 in 2016, with an additional 132,440 residents projected by 2021. Over the last five years, the CVML Region grew by 4%, somewhat slower than the state’s growth of 4.7%. The projected growth rate of 3% is also slower than in the previous five years, and nearly matches the state’s projected growth rate of 3.1%.

Exhibit 1: Central Valley/Motherlode Region Population Estimates and Projections



Labor Force, Civilian Employment and Unemployment

The size and characteristics of a Region’s labor force are important considerations in workforce planning. Labor force, employment and unemployment data are based upon “place of residence” – where people live; regardless of where they work. Individuals who have more than one job are counted only once. These data elements differ from industry employment estimates that are “place of work” based – where the employer/ workplace is located; regardless of where the employee resides. For terms and definitions, see Appendix A.

Since 2011, the CVML Regional labor force has increased in size by 51,960 persons, indicating an entrance of working age individuals into the workforce of 3%. Total employment increased by 177,690 persons. Because the total employment increased more than the labor force, the unemployment rate decreased from 17% in 2011 (compared to 11.5% statewide) to 10% in 2016 (compared to 5.2% statewide).

Exhibit 2: Labor Force and Unemployment Rate, 2011-2016

| | April 2011 | April 2016 | 5-Year Change |
|-------------------|------------|------------|---------------|
| Labor Force | 1,873,450 | 1,925,410 | 51,960 |
| Employment | 1,563,010 | 1,740,700 | 177,690 |
| Unemployment | 310,340 | 184,740 | (125,600) |
| Unemployment Rate | 17% | 10% | -7% |

Demographic Overview

Central Valley/Mother Lode Region demographics will change somewhat in the next five years. The total Hispanic population in the Region is projected to be 52% by 2021, an increase of two percentage points from 2016.

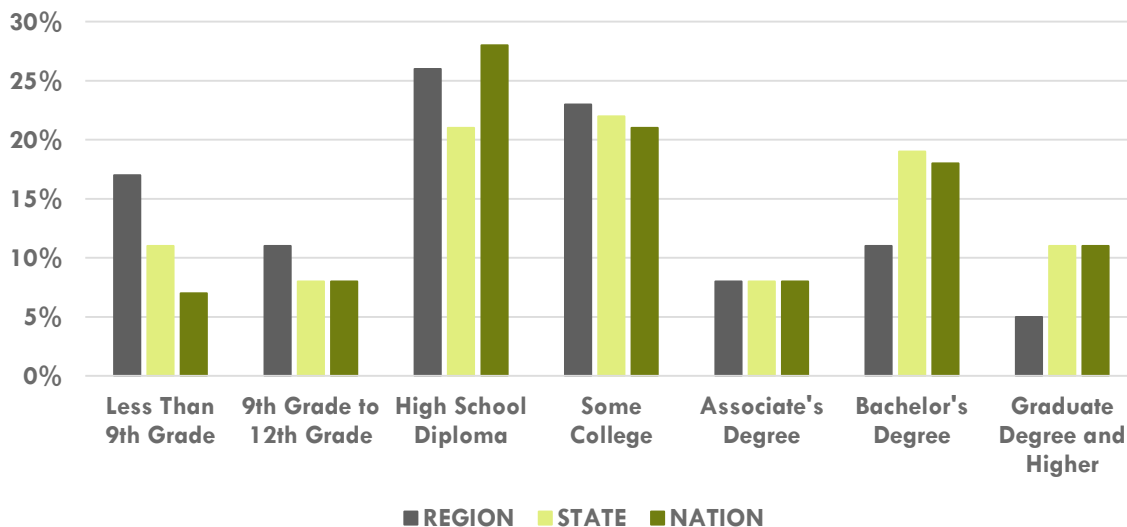
Exhibit 3: Ethnicity/Race Changes, 2011-2016

| Race/Ethnicity | 2016 Population | 2021 Population | Change | % Change |
|---|--------------------|--------------------|----------------|-------------|
| White, Hispanic | 1,951,783 | 2,069,316 | 117,533 | 6% |
| White, Non-Hispanic | 1,541,483 | 1,503,803 | (37,680) | -2% |
| Asian, Non-Hispanic | 321,599 | 342,178 | 20,579 | 6% |
| Black, Non-Hispanic | 187,728 | 190,357 | 2,629 | 1% |
| Two or More Races, Non-Hispanic | 94,576 | 100,894 | 6,318 | 7% |
| American Indian or Alaskan Native, Hispanic | 88,102 | 95,854 | 7,752 | 9% |
| Two or More Races, Hispanic | 60,001 | 66,916 | 6,915 | 12% |
| Black, Hispanic | 44,085 | 48,023 | 3,938 | 9% |
| Asian, Hispanic | 36,526 | 39,646 | 3,120 | 9% |
| American Indian or Alaskan Native, Non-Hispanic | 30,064 | 29,710 | (354) | -1% |
| Native Hawaiian or Pacific Islander, Non-Hispanic | 12,050 | 13,157 | 1,107 | 9% |
| Native Hawaiian or Pacific Islander, Hispanic | 7,194 | 7,778 | 584 | 8% |
| Total | 4,375,191 | 4,507,631 | 132,440 | 3% |

Educational Attainment

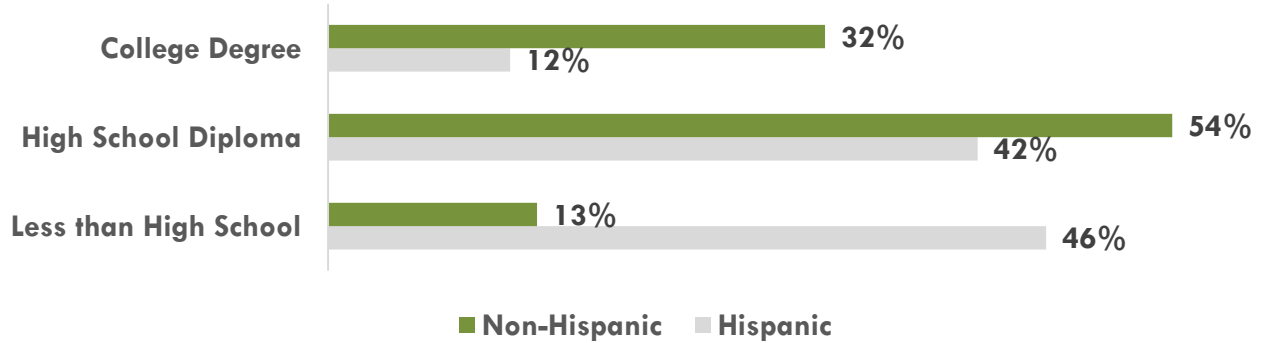
Postsecondary educational attainment in the CVML Region is lower than statewide and nationwide rates in every category except for Some College and Associate’s degree. Only 16% of the adult population holds a Bachelor’s or graduate degree, compared to 30% statewide and 29% nationwide. Within the CVML Region, 54% of the population has a high school diploma or less, compared to 40% statewide and 43% nationwide.

Exhibit 4: Educational Attainment, 2016 Percent of Population



Hispanic educational attainment in the CVML Region is lower than non-Hispanic educational attainment. Only 12% of the Hispanic population earned a college degree (Associate’s degree or higher) compared to 32% of the non-Hispanic population. Conversely, 46% of the Hispanic population did not complete high school, compared to 13% of the non-Hispanic population.

Exhibit 5: 2016 Hispanic/Non-Hispanic Educational Attainment

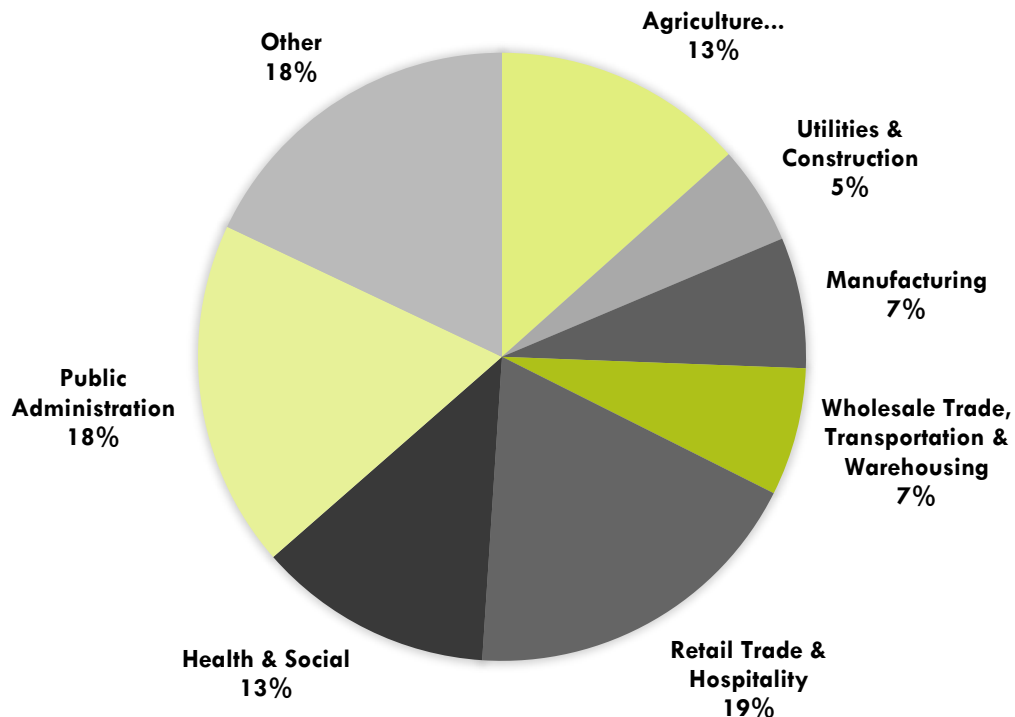


Industry Employment

Employment Composition

The Central Valley/Mother Lode Region has nearly 1.7 million jobs as of April, 2016. In the chart below, this employment is distributed into eight major industrial groupings. The largest shares of employment are attributed to Retail Trade and Hospitality, Public Administration, Healthcare and Social Assistance, and Agriculture. These are followed by Manufacturing, and Wholesale Trade, Transportation and Warehousing. The smallest shares of employment that are aggregated within the “Other” category represent regional non-priority industry groups with less than 5% of the total jobs in the Region.

Exhibit 6: Central Valley/Mother Lode Region 2016 Employment by Industry Groups



Healthcare and Social Assistance Sector

The majority of 2016 healthcare and social assistance jobs are with services for the elderly and persons with disabilities, followed by general hospitals, physicians' offices, and nursing care facilities. Major growth is projected in HMOs, home health care services, and services for the elderly and persons with disabilities. Although child day care services have the fifth largest number of jobs, there is an expected 7% decline over the 5-year period. Overall, this sector is projected to grow by 13% adding 27,190 new positions by 2021.

Exhibit 7: 2016 Healthcare and Social Assistance Jobs

| Description | 2016 Jobs | 2021 Jobs | 2016 - 2021 Change | 2016 - 2021 % Change | 2015 Firms |
|---|----------------|----------------|-----------------------|-------------------------|---------------|
| Services for the Elderly and Persons with Disabilities | 43,714 | 55,796 | 12,082 | 28% | 33,398 |
| General Medical and Surgical Hospitals | 41,123 | 42,609 | 1,486 | 4% | 60 |
| Offices of Physicians (except Mental Health Specialists) | 26,212 | 28,191 | 1,979 | 8% | 2,668 |
| Nursing Care Facilities (Skilled Nursing Facilities) | 14,517 | 16,208 | 1,691 | 12% | 174 |
| Child Day Care Services | 12,476 | 11,657 | (819) | -7% | 496 |
| Offices of Dentists | 10,198 | 10,626 | 428 | 4% | 1,411 |
| Home Health Care Services | 8,075 | 10,585 | 2,510 | 31% | 178 |
| HMO Medical Centers | 5,482 | 7,692 | 2,210 | 40% | 32 |
| Assisted Living Facilities for the Elderly | 4,891 | 5,616 | 725 | 15% | 269 |
| Vocational Rehabilitation Services | 4,363 | 4,574 | 211 | 5% | 121 |
| Child and Youth Services | 3,283 | 3,631 | 348 | 11% | 121 |
| Other Individual and Family Services | 3,167 | 2,950 | (217) | -7% | 239 |
| Residential Intellectual and Developmental Disability Facilities | 2,714 | 2,560 | (154) | -6% | 194 |
| Continuing Care Retirement Communities | 2,664 | 3,338 | 674 | 25% | 37 |
| Ambulance Services | 2,529 | 2,896 | 367 | 15% | 49 |
| Offices of Physical, Occupational and Speech Therapists, and Audiologists | 2,397 | 2,880 | 483 | 20% | 200 |
| Residential Mental Health and Substance Abuse Facilities | 2,220 | 2,670 | 450 | 20% | 90 |
| All Other Outpatient Care Centers | 1,773 | 2,411 | 638 | 36% | 64 |
| Offices of Optometrists | 1,703 | 1,906 | 203 | 12% | 214 |
| Kidney Dialysis Centers | 1,664 | 2,020 | 356 | 21% | 79 |
| Outpatient Mental Health and Substance Abuse Centers | 1,604 | 1,924 | 320 | 20% | 70 |
| Other Residential Care Facilities | 1,534 | 1,431 | (103) | -7% | 118 |
| Offices of Mental Health Practitioners (except Physicians) | 1,490 | 1,804 | 314 | 21% | 75 |
| Offices of Chiropractors | 1,269 | 1,161 | (108) | -9% | 321 |
| Diagnostic Imaging Centers | 1,206 | 1,512 | 306 | 25% | 56 |
| Medical Laboratories | 1,009 | 1,050 | 41 | 4% | 169 |
| Offices of All Other Miscellaneous Health Practitioners | 838 | 971 | 133 | 16% | 70 |
| Freestanding Ambulatory Surgical and Emergency Centers | 790 | 917 | 127 | 16% | 51 |
| All Other Combined | 4,004 | 4,513 | 509 | 13% | 301 |
| Total | 208,907 | 236,098 | 27,190 | 13% | 41,325 |

Retail Trade Sector

The majority of 2016 retail jobs are with supermarkets and other grocery stores, followed by discount department stores and warehouse clubs and supercenters. Although new car dealers have the fourth largest number of employment shares, these firms are expected to experience a decline of 1% (109 jobs). The largest projected decline of 47% is in Department Stores (except Discount Department Stores) with a loss of 1,814 jobs. Overall, this sector is projected to increase by 6% during the five-year period, adding more than 11,000 new positions.

Exhibit 8: 2016 Retail Jobs

| Description | 2016 Jobs | 2021 Jobs | 2016 - 2021 Change | 2016 - 2021 % Change | 2015 Firms |
|---|----------------|----------------|-----------------------|-------------------------|---------------|
| Supermarkets and Other Grocery (except Convenience) Stores | 27,007 | 28,717 | 1,710 | 6% | 931 |
| Discount Department Stores | 17,623 | 18,468 | 845 | 5% | 148 |
| Warehouse Clubs and Supercenters | 10,993 | 15,066 | 4,073 | 37% | 43 |
| New Car Dealers | 10,432 | 10,323 | (109) | -1% | 229 |
| Pharmacies and Drug Stores | 8,093 | 8,145 | 52 | 1% | 607 |
| Home Centers | 8,044 | 8,850 | 806 | 10% | 106 |
| Gasoline Stations with Convenience Stores | 6,916 | 6,883 | (33) | 0% | 841 |
| All Other General Merchandise Stores | 5,445 | 6,762 | 1,317 | 24% | 357 |
| Automotive Parts and Accessories Stores | 5,309 | 5,616 | 307 | 6% | 486 |
| Electronics Stores | 4,741 | 5,242 | 501 | 11% | 352 |
| Family Clothing Stores | 4,593 | 4,998 | 405 | 9% | 224 |
| Department Stores (except Discount Department Stores) | 3,892 | 2,078 | (1,814) | -47% | 37 |
| Sporting Goods Stores | 3,155 | 3,571 | 416 | 13% | 218 |
| Hobby, Toy, and Game Stores | 3,000 | 3,821 | 821 | 27% | 108 |
| Women's Clothing Stores | 2,923 | 3,647 | 724 | 25% | 240 |
| Other Building Material Dealers | 2,661 | 2,593 | (68) | -3% | 193 |
| Hardware Stores | 2,480 | 2,667 | 187 | 8% | 185 |
| Tire Dealers | 2,376 | 2,415 | 39 | 2% | 298 |
| Convenience Stores | 2,315 | 2,552 | 237 | 10% | 369 |
| Used Merchandise Stores | 2,301 | 2,503 | 202 | 9% | 142 |
| Used Car Dealers | 2,209 | 2,610 | 401 | 18% | 169 |
| Shoe Stores | 2,108 | 2,425 | 317 | 15% | 215 |
| Other Gasoline Stations | 1,949 | 1,933 | (16) | -1% | 85 |
| Furniture Stores | 1,860 | 1,669 | (191) | -10% | 192 |
| Pet and Pet Supplies Stores | 1,552 | 1,774 | 222 | 14% | 89 |
| Nursery, Garden Center, and Farm Supply Stores | 1,472 | 1,437 | (35) | -2% | 127 |
| Office Supplies and Stationery Stores | 1,428 | 1,214 | (214) | -15% | 79 |
| Other Direct Selling Establishments | 1,424 | 1,247 | (177) | -12% | 48 |
| Cosmetics, Beauty Supplies, and Perfume Stores | 1,421 | 1,826 | 405 | 29% | 113 |
| Gift, Novelty, and Souvenir Stores | 1,346 | 1,130 | (216) | -16% | 131 |
| Jewelry Stores | 1,306 | 1,159 | (147) | -11% | 189 |
| Other Clothing Stores | 1,297 | 1,426 | 129 | 10% | 95 |
| All Other Home Furnishings Stores | 1,294 | 1,468 | 174 | 13% | 89 |
| Beer, Wine, and Liquor Stores | 1,283 | 1,266 | (17) | -1% | 292 |
| All Other Miscellaneous Store Retailers (except Tobacco Stores) | 1,270 | 1,205 | (65) | -5% | 165 |
| Meat Markets | 954 | 1,027 | 73 | 8% | 89 |
| Sewing, Needlework, and Piece Goods Stores | 906 | 1,007 | 101 | 11% | 46 |
| All Other Specialty Food Stores | 818 | 531 | (287) | -35% | 76 |
| Tobacco Stores | 723 | 827 | 104 | 14% | 102 |
| Florists | 722 | 589 | (133) | -18% | 102 |
| Floor Covering Stores | 718 | 515 | (203) | -28% | 82 |
| All Other Combined | 10,457 | 10,626 | 168 | 0 | 998 |
| Total | 172,816 | 183,827 | 11,011 | 6% | 9,680 |

Manufacturing Sector

In 2016, the majority of manufacturing jobs were in fruit and vegetable canning, poultry processing, and wineries. Declines are projected in several firm types, including fruit and vegetable canning; however, the sector is projected to have an overall growth of 2% during the five-year period adding 2,586 jobs.

Exhibit 9: 2016 Manufacturing Jobs

| Description | 2016 Jobs | 2021 Jobs | 2016 - 2021 | | 2015 Firms |
|--|----------------|----------------|--------------|-----------|--------------|
| | | | Change | % Change | |
| Fruit and Vegetable Canning | 9,057 | 8,725 | (332) | -4% | 41 |
| Poultry Processing | 8,122 | 8,280 | 158 | 2% | 115 |
| Wineries | 7,883 | 8,687 | 804 | 10% | 174 |
| Roasted Nuts and Peanut Butter Manufacturing | 4,517 | 4,912 | 395 | 9% | 23 |
| Cheese Manufacturing | 4,419 | 4,760 | 341 | 8% | 25 |
| Animal (except Poultry) Slaughtering | 2,658 | 2,754 | 96 | 4% | 9 |
| Dried and Dehydrated Food Manufacturing | 2,606 | 2,277 | (329) | -13% | 28 |
| Corrugated and Solid Fiber Box Manufacturing | 2,593 | 3,005 | 412 | 16% | 22 |
| Fluid Milk Manufacturing | 2,479 | 2,649 | 170 | 7% | 19 |
| Frozen Fruit, Juice, and Vegetable Manufacturing | 2,212 | 2,346 | 134 | 6% | 13 |
| Perishable Prepared Food Manufacturing | 2,181 | 2,436 | 255 | 12% | 10 |
| Commercial Printing (except Screen and Books) | 2,105 | 1,609 | (496) | -24% | 112 |
| Frozen Specialty Food Manufacturing | 2,066 | 2,097 | 31 | 2% | 6 |
| Meat Processed from Carcasses | 1,908 | 2,173 | 265 | 14% | 24 |
| Other Animal Food Manufacturing | 1,881 | 1,993 | 112 | 6% | 66 |
| Fabricated Structural Metal Manufacturing | 1,791 | 1,981 | 190 | 11% | 41 |
| Farm Machinery and Equipment Manufacturing | 1,616 | 1,830 | 214 | 13% | 56 |
| Machine Shops | 1,544 | 1,554 | 10 | 1% | 155 |
| Other Snack Food Manufacturing | 1,431 | 1,527 | 96 | 7% | 5 |
| Glass Container Manufacturing | 1,412 | 1,365 | (47) | -3% | 5 |
| Ice Cream and Frozen Dessert Manufacturing | 1,385 | 1,577 | 192 | 14% | 10 |
| Wood Kitchen Cabinet and Countertop Manufacturing | 1,325 | 1,324 | (1) | 0% | 84 |
| Commercial Bakeries | 1,145 | 1,012 | (133) | -12% | 29 |
| Soft Drink Manufacturing | 1,132 | 1,244 | 112 | 10% | 9 |
| Other Paperboard Container Manufacturing | 1,066 | 1,212 | 146 | 14% | 7 |
| All Other Plastics Product Manufacturing | 1,026 | 1,054 | 28 | 3% | 40 |
| Ready-Mix Concrete Manufacturing | 990 | 780 | (210) | -21% | 50 |
| Tortilla Manufacturing | 949 | 961 | 12 | 1% | 10 |
| Petroleum Refineries | 941 | 1,101 | 160 | 17% | 25 |
| Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing | 849 | 549 | (300) | -35% | 8 |
| All Other Miscellaneous Food Manufacturing | 836 | 999 | 163 | 19% | 8 |
| Plastics Pipe and Pipe Fitting Manufacturing | 833 | 808 | (25) | -3% | 10 |
| Other Aircraft Parts and Auxiliary Equipment Manufacturing | 830 | 1,064 | 234 | 28% | 5 |
| Wood Container and Pallet Manufacturing | 826 | 811 | (15) | -2% | 34 |
| Motor Vehicle Body Manufacturing | 707 | 776 | 69 | 10% | 12 |
| Packaging Machinery Manufacturing | 689 | 705 | 16 | 2% | 11 |
| Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers | 678 | 799 | 121 | 18% | 32 |
| Sheet Metal Work Manufacturing | 670 | 726 | 56 | 8% | 26 |
| Retail Bakeries | 669 | 584 | (85) | -13% | 66 |
| Prefabricated Metal Building and Component Manufacturing | 666 | 546 | (120) | -18% | 13 |
| Other Motor Vehicle Parts Manufacturing | 663 | 588 | (75) | -11% | 12 |
| All Other Combined | 32,729 | 32,034 | (238) | -1% | 1,228 |
| Total | 116,086 | 118,214 | 2,586 | 2% | 2,674 |

Agriculture Sector

The Central Valley/Mother Lode Region's leading agricultural commodities include almonds, milk, walnuts, and chickens. In 2016, the majority of agriculture jobs were in farm labor contractors and crew leaders, crop production, and animal production and aquaculture. Overall, this sector is projected to grow by 3% over the next five years.

Exhibit 10: 2016 Agriculture Jobs

| Description | 2016 Jobs | 2021 Jobs | 2016 - 2021 Change | 2016 - 2021 % Change | 2015 Firms |
|---|----------------|----------------|-----------------------|-------------------------|---------------|
| Farm Labor Contractors and Crew Leaders | 94,324 | 103,060 | 8,736 | 9% | 690 |
| Crop Production | 68,386 | 64,943 | (3,443) | -5% | 4,072 |
| Animal Production and Aquaculture | 25,298 | 23,934 | (1,364) | -5% | 1,373 |
| Postharvest Crop Activities (except Cotton Ginning) | 20,358 | 21,685 | 1,327 | 7% | 288 |
| Soil Preparation, Planting, and Cultivating | 5,854 | 6,550 | 696 | 12% | 305 |
| Farm Management Services | 5,040 | 5,225 | 185 | 4% | 176 |
| Crop Harvesting, Primarily by Machine | 2,560 | 2,513 | (47) | -2% | 180 |
| Support Activities for Animal Production | 722 | 614 | (108) | -15% | 107 |
| Logging | 296 | 277 | (19) | -6% | 31 |
| Forest Nurseries and Gathering of Forest Products | 221 | 193 | (28) | -13% | 26 |
| Cotton Ginning | 175 | 51 | (124) | -71% | 24 |
| Support Activities for Forestry | 138 | 146 | 8 | 6% | 9 |
| Finfish Fishing | 65 | 85 | 20 | 31% | 1 |
| Hunting and Trapping | 34 | 35 | 1 | 3% | 4 |
| Shellfish Fishing | 28 | 38 | 10 | 36% | 0 |
| Total | 223,498 | 229,350 | 5,850 | 3% | 7,284 |

Occupational Employment

Job Posting Trends

Burning Glass¹, an online job posting aggregation tool, was utilized to identify occupations with the most job openings in the Central Valley/Mother Lode Region. Job postings were selected for inclusion in the analysis based on three criteria:

1. The minimum education requirement was a high school diploma or vocational certificate*, or Associate degree;
2. The job posting was listed within the last 12 months (May 01, 2015 - April 30, 2016); and,
3. The job posting indicated the position was physically located in one of the fourteen Regional counties.

There were 54,748 job postings identified as a possible match. Almost one-fifth of the postings were for nurses. Exhibit 11 shows the top twenty job postings during the one-year period (accounting for 52% of the postings). Registered Nurses was the only occupation showing a significant demand in terms of total job postings. Those industries with the most job postings include healthcare and social services (28%), retail trade (14%), education services (10%), manufacturing (7%) and professional, scientific, and technical services (5%).

Exhibit 11: 2016 Job Postings Requiring a High School Diploma or Vocational Training, or Associate Degree, Central Valley/Mother Lode Region

| Occupational Title | # of Job Postings | % of Total | 2016 Hourly Wages |
|---|-------------------|------------|-------------------|
| Registered Nurses | 9,390 | 17% | \$41.58 |
| Retail Salespersons | 2,803 | 5% | \$10.86 |
| First-Line Supervisors of Retail Sales Workers | 1,876 | 3% | \$16.46 |
| Customer Service Representatives | 1,638 | 3% | \$15.72 |
| Critical Care Nurses | 1,350 | 2% | \$41.58 |
| Sales Representatives, Wholesale and Manufacturing | 1,310 | 2% | \$25.82 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 1,306 | 2% | \$16.26 |
| Teacher Assistants | 1,127 | 2% | \$13.65 |
| Maintenance and Repair Workers, General | 1,023 | 2% | \$17.94 |
| Laborers and Freight, Stock, and Material Movers, Hand | 875 | 2% | \$12.00 |
| Merchandise Displayers and Window Trimmers | 789 | 1% | \$12.99 |
| Security Guards | 697 | 1% | \$10.61 |
| Managers, All Other | 680 | 1% | \$29.51 |
| Bookkeeping, Accounting, and Auditing Clerks | 640 | 1% | \$17.45 |
| Combined Food Preparation and Serving Workers, Including Fast Food | 547 | 1% | \$9.72 |
| Office Clerks, General | 507 | 1% | \$13.77 |
| Coaches and Scouts | 493 | 1% | \$16.21 |
| First-Line Supervisors of Office and Administrative Support Workers | 485 | 1% | \$23.35 |
| Janitors and Cleaners, Except Maids and Housekeeping Cleaners | 453 | 1% | \$12.40 |
| First-Line Supervisors of Food Preparation and Serving Workers | 449 | 1% | \$13.15 |

¹ Burning glass is an online job posting aggregation tool that uses intelligent "spidering" programs to search the Internet for job listings and integrates the information into a searchable database. While efforts have been made to remove duplication, it is possible that a posting removed and re-entered over the 12-month period is counted more than once. *Selection option is high school diploma or vocational training; these two can no longer be isolated from one another.

Five occupations of the top 20 posted in the last twelve months exceed the average hourly living wage for one adult and one child (Registered Nurses, Critical Care Nurses, Sales Representatives, Wholesale and Manufacturing, Managers, All Other, and First-Line Supervisors of Office and Administrative Support Workers).

Exhibit 12: Average Living, Poverty and Minimum Wages with One Adult Working Full-Time

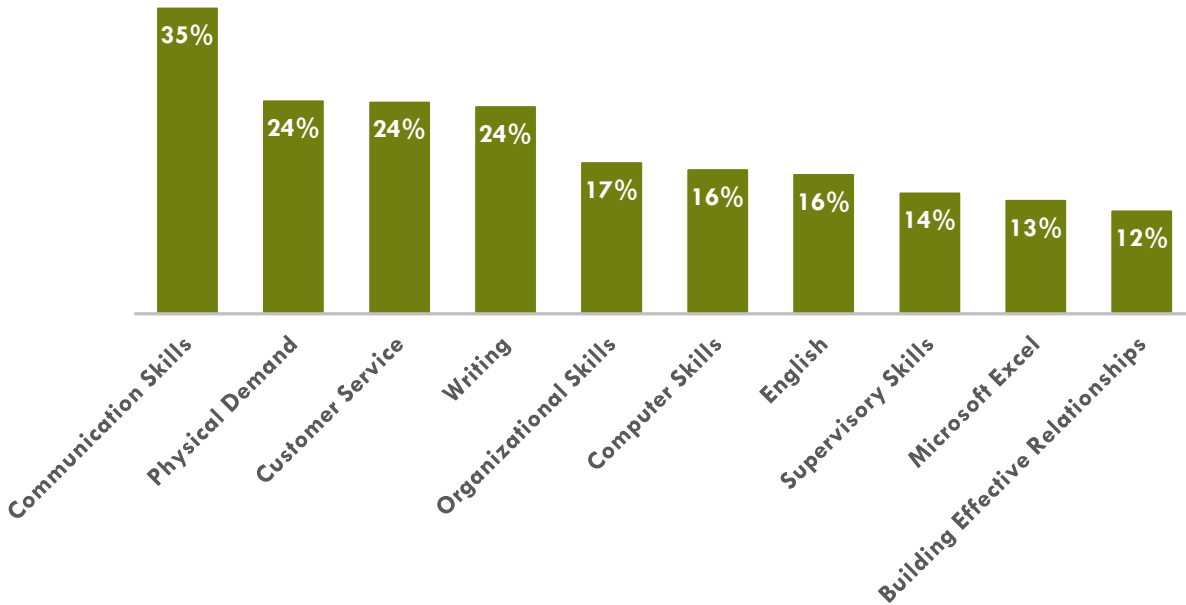
| Hourly Wages | 1 Adult | 1 Adult 1 Child | 1 Adult 2 Children | 1 Adult 3 Children | 2 Adults | 2 Adults 1 Child | 2 Adults 2 Children | 2 Adults 3 Children |
|---------------------|----------|-----------------|--------------------|--------------------|----------|------------------|---------------------|---------------------|
| Living Wage | \$ 10.59 | \$ 22.38 | \$ 25.95 | \$ 32.53 | \$ 8.46 | \$ 12.34 | \$ 14.35 | \$ 16.68 |
| Poverty Wage | \$ 5.00 | \$ 7.00 | \$ 9.00 | \$ 11.00 | \$ 3.00 | \$ 4.00 | \$ 5.00 | \$ 6.00 |
| Minimum Wage | \$ 9.00 | \$ 9.00 | \$ 9.00 | \$ 9.00 | \$ 9.00 | \$ 9.00 | \$ 9.00 | \$ 9.00 |

High Demand Skills

Of the 54,748 jobs posted in the Central Valley/Mother Lode Region between May 2015 and April 2016, 78% of them had listed skills.

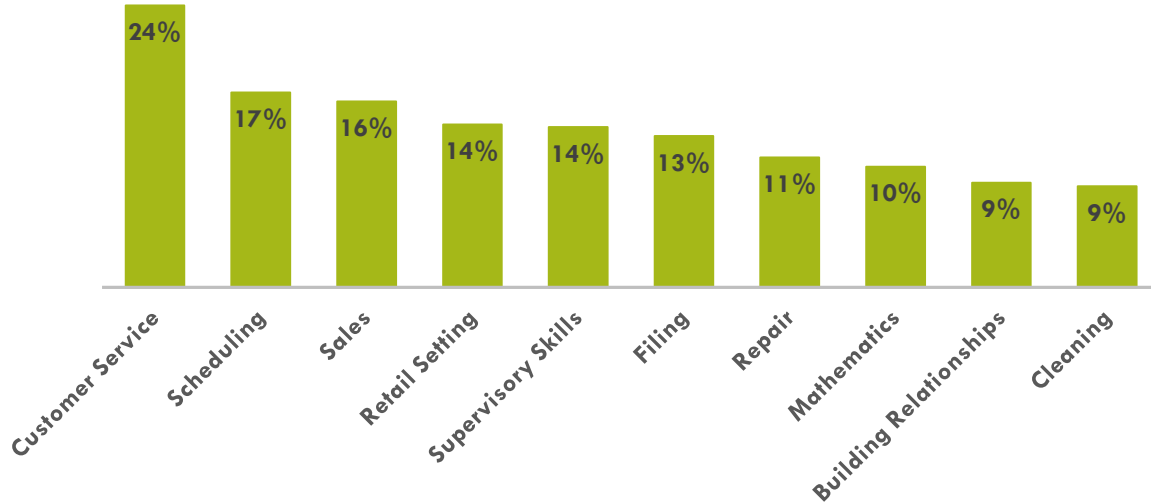
Baseline Skills: The baseline skills listed most frequently among the 42,619 postings included communication skills (35%), physical demand (24%), customer service (24%), and writing skills (24%).

Exhibit 13: Baseline Skills in Greatest Demand



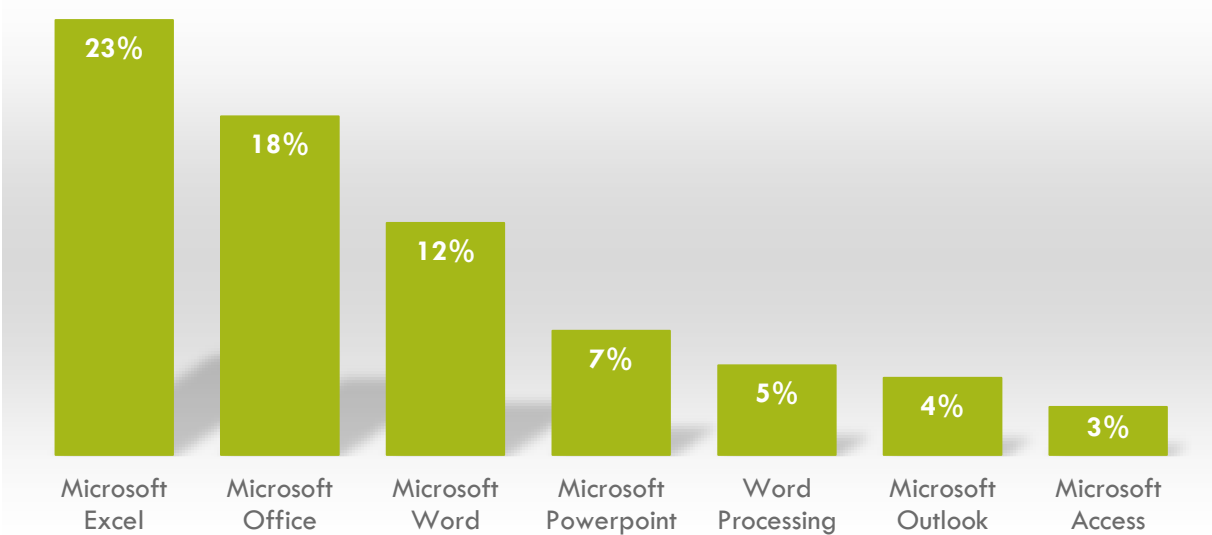
Specialized Skills: The specialized skills most frequently listed among the 42,619 postings were customer service (24%), scheduling (17%), and sales (16%).

Exhibit 14: Specialized Skills in Greatest Demand



There were a total of 23,774 software specifications noted among the 42,619 postings. Of these 23,774 specifications, 73% were for a Microsoft product, and 23% were specific to Excel.

Exhibit 15: Software Skills in Greatest Demand



Appendix A: Sources, Terms and Definitions

This labor market report was prepared for the Central Region Consortium by the Central/Mother Lode California Center of Excellence (COE), an initiative of the California Community Colleges' Economic and Workforce Development program.

Data Sources

Population estimates and projections – Economic Modeling Specialists Inc., (EMSI),

<http://www.economicmodeling.com/>

Educational Attainment – <http://www.economicmodeling.com>

Labor force, employment and unemployment estimates – California Employment Development Department, Labor Market Information Division, labormarketinfo.edd.ca.gov

Industry and occupational employment estimates and projections, wages and other data – Economic Modeling Specialists Inc. (EMSI), [economicmodeling.com](http://www.economicmodeling.com)

Job posting data, Burning Glass, <http://www.burning-glass.com/>

Living Wage Calculator: <http://livingwage.mit.edu/states/06/locations>

Related Terms and Definitions

The **civilian labor force** is the sum of civilian employment and civilian unemployment. Civilians, as defined, are age 16 years or older, not members of the Armed Services, and are not in institutions such as prisons, mental hospitals, or nursing homes.

Civilian employment includes all individuals who worked at least one hour for a wage or salary, or were self-employed, or were working at least 15 unpaid hours in a family business or on a family farm, during the week including the 12th of the month. Those who were on vacation, on other kinds of leave, or involved in a labor dispute, were also counted as employed.

Civilian unemployment includes those individuals who were not working but were able, available, and actively looking for work during the week including the 12th of the month. Individuals who were waiting to be recalled from a layoff, and individuals waiting to report to a new job within 30 days were also considered to be unemployed.

Wages Family Compositions: The living wage calculator estimates the living wage needed to support families...For single adult families, the adult is assumed to be employed full-time. For two adult families where both adults are in the labor force, both adults are assumed to be employed full-time. For two adult families where one adult is not in the labor force, one of the adults is assumed to be employed full-time while the other non-wage-earning adult provides full-time child care for the family's children. Full-time work is assumed to be year-round, 40 hours per week for 52 weeks, per adult. Families with one child are assumed to have a 'young child' (4 years old). Families with two children are assumed to have a 'young child' and a 'child' (9 years old). Families with three children are assumed to have a 'young child', a 'child', and a 'teenager' (15 years old).