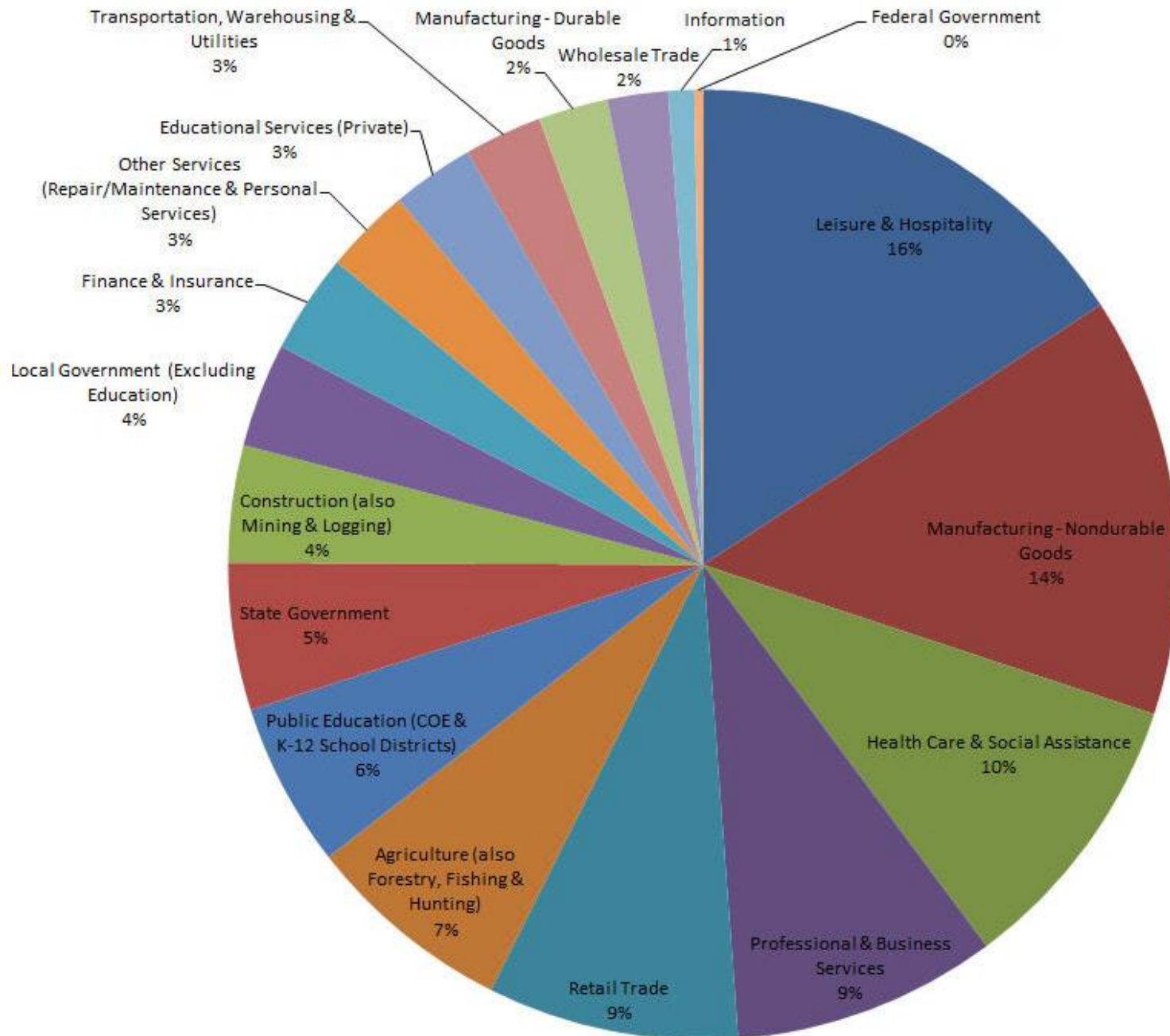


Napa County 2013: Where the Jobs Are

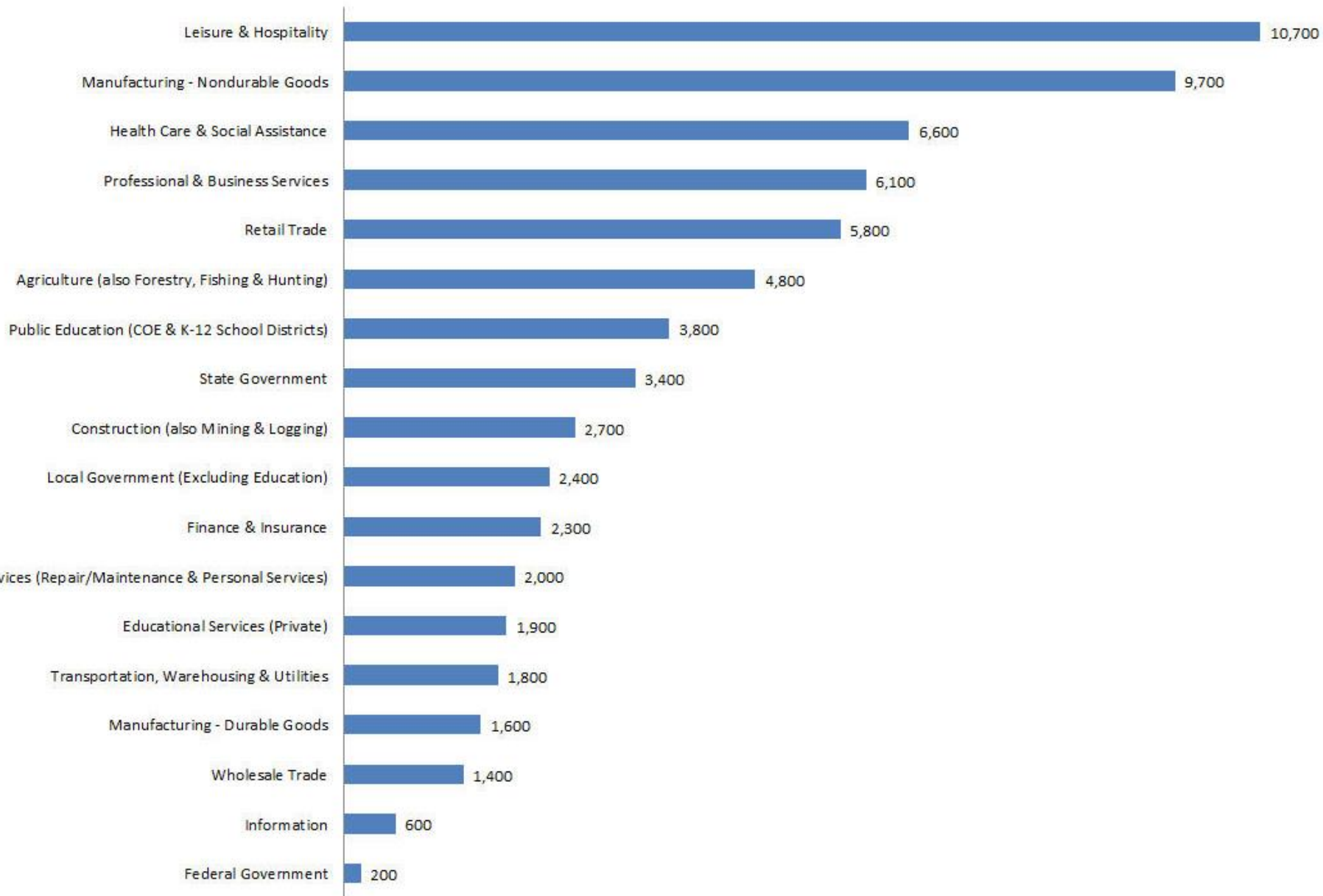
**Prepared/Presented by Jim Cassio,
Labor Market & Workforce Development Analyst
Napa-Lake Workforce Investment Board**



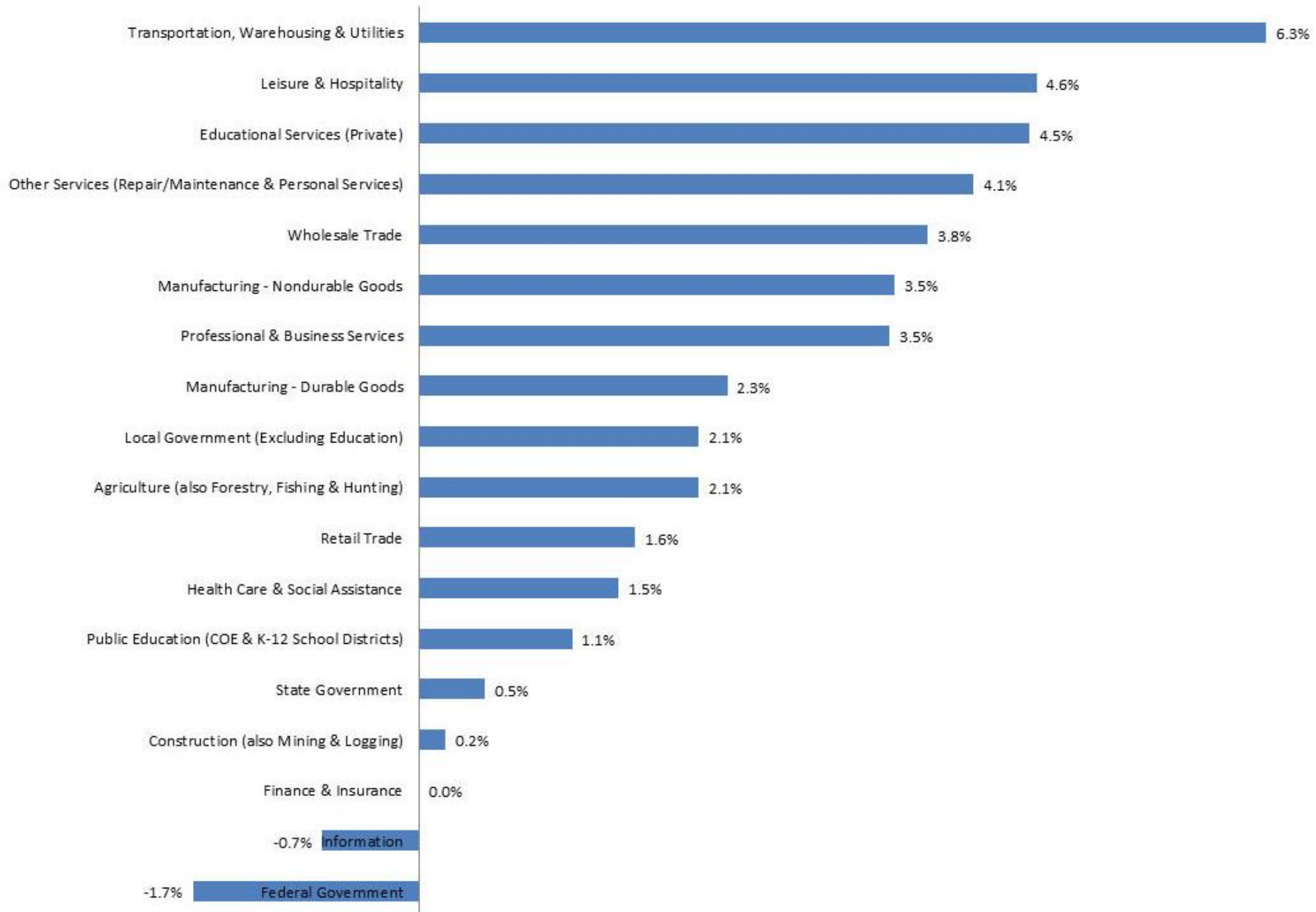
Napa 2012 Industry Sector Employment – Percentage of Jobs



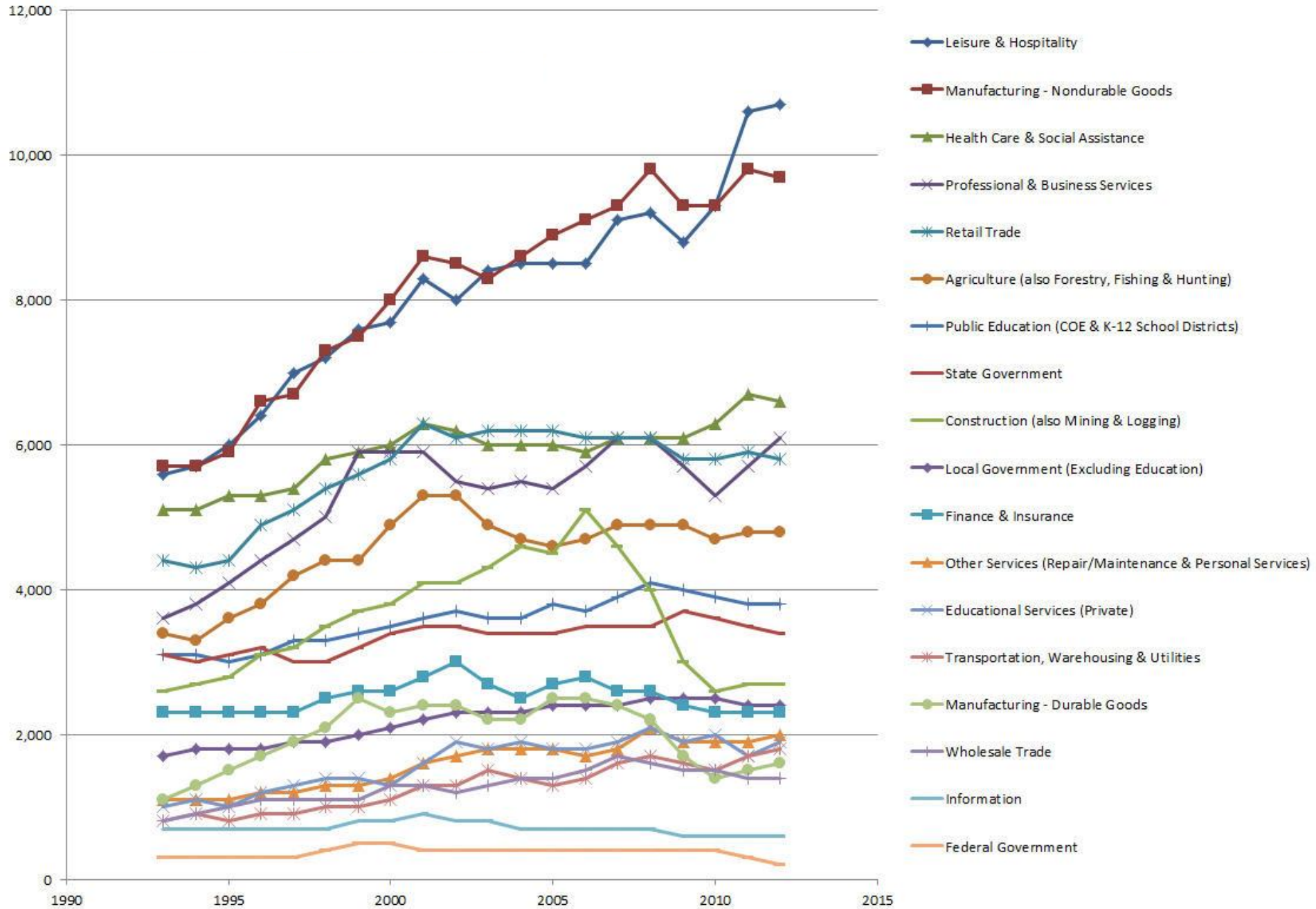
Napa 2012 Industry Sector Employment – Numbers of Jobs



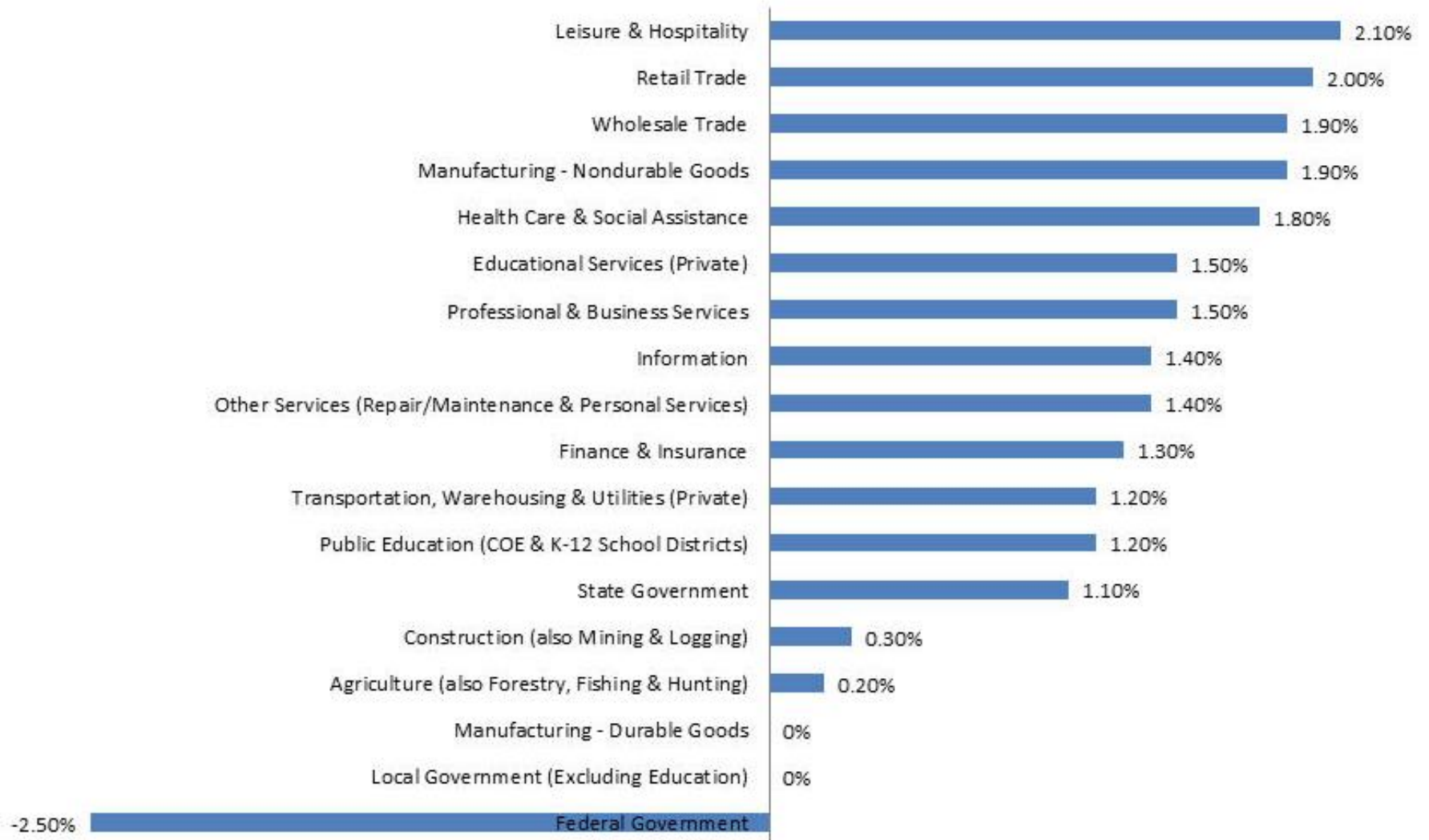
Napa Annual Job Growth Rate – Past 20 Years



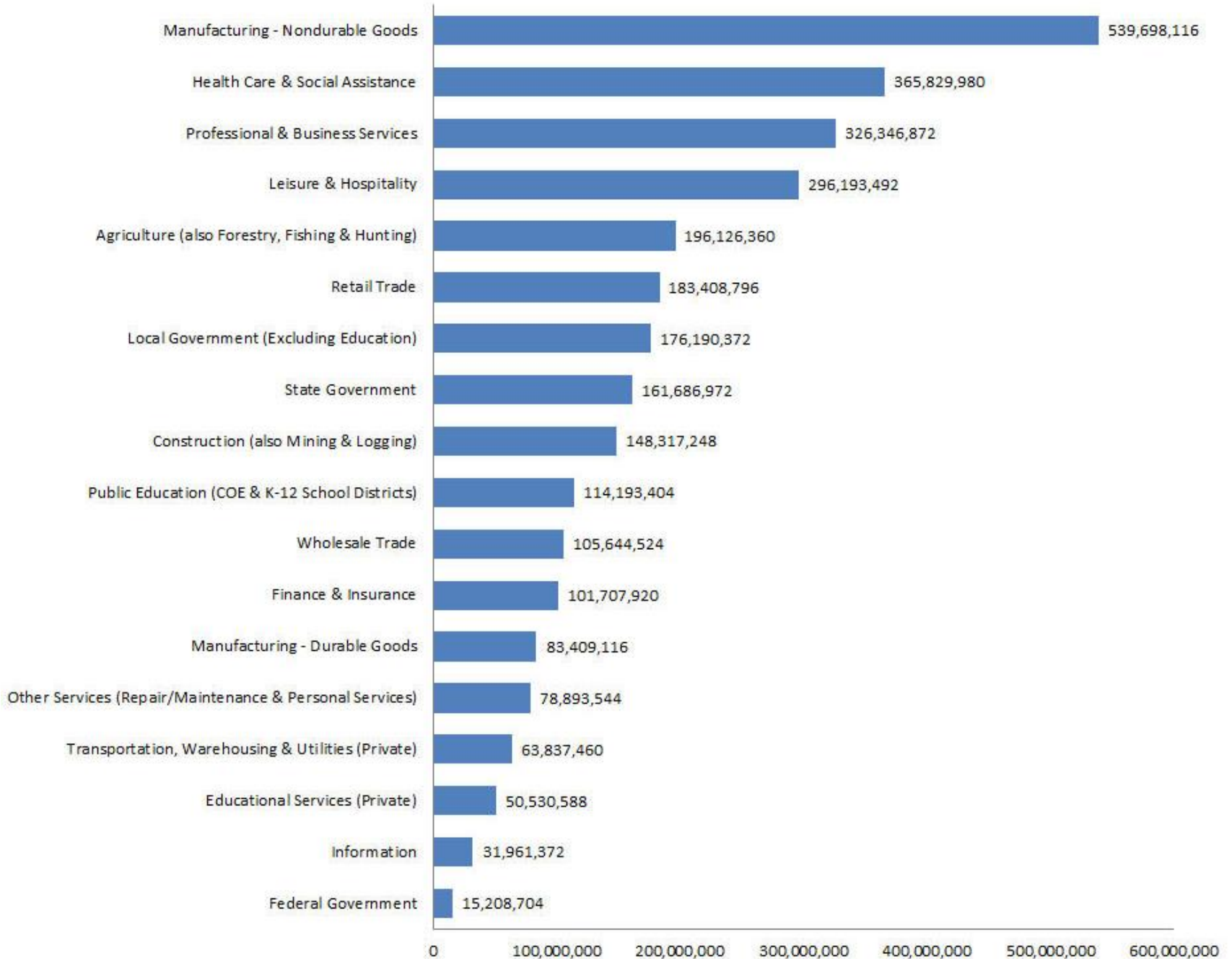
20 Year Growth Chart



Napa Annual Job Growth Rate – 2008-2018



Napa Annual Payroll by Sector



Ranking Sectors Based On Labor Market Indicators

| Points | Sector | 2012 Employment |
|--------|---|-----------------|
| | Leisure & Hospitality | 10,700 |
| | Manufacturing - Nondurable Goods | 9,700 |
| | Health Care & Social Assistance | 6,600 |
| | Professional & Business Services | 6,100 |
| | Retail Trade | 5,800 |
| | Agriculture (also Forestry, Fishing & Hunting) | 4,800 |
| | Public Education (COE & K-12 School Districts) | 3,800 |
| | State Government | 3,400 |
| | Construction (also Mining & Logging) | 2,700 |
| | Local Government (Excluding Education) | 2,400 |
| | Finance & Insurance | 2,300 |
| | Other Services (Repair/Maintenance & Personal Services) | 2,000 |
| | Educational Services (Private) | 1,900 |
| | Transportation, Warehousing & Utilities (Private) | 1,800 |
| | Manufacturing - Durable Goods | 1,600 |
| | Wholesale Trade | 1,400 |
| | Information | 600 |
| | Federal Government | 200 |

2012 Employment – Number Of Jobs

| Points | Sector | 2012 Employment |
|--------|---|-----------------|
| 18 | Leisure & Hospitality | 10,700 |
| 17 | Manufacturing - Nondurable Goods | 9,700 |
| 16 | Health Care & Social Assistance | 6,600 |
| 15 | Professional & Business Services | 6,100 |
| 14 | Retail Trade | 5,800 |
| 13 | Agriculture (also Forestry, Fishing & Hunting) | 4,800 |
| 12 | Public Education (COE & K-12 School Districts) | 3,800 |
| 11 | State Government | 3,400 |
| 10 | Construction (also Mining & Logging) | 2,700 |
| 9 | Local Government (Excluding Education) | 2,400 |
| 8 | Finance & Insurance | 2,300 |
| 7 | Other Services (Repair/Maintenance & Personal Services) | 2,000 |
| 6 | Educational Services (Private) | 1,900 |
| 5 | Transportation, Warehousing & Utilities (Private) | 1,800 |
| 4 | Manufacturing - Durable Goods | 1,600 |
| 3 | Wholesale Trade | 1,400 |
| 2 | Information | 600 |
| 1 | Federal Government | 200 |

Annual Growth – Over The Past 20 Years

| Points | Sector | Annual Growth (Past 20 Years) |
|--------|---|-------------------------------|
| 18 | Transportation, Warehousing & Utilities (Private) | 6.3% |
| 17 | Leisure & Hospitality | 4.6% |
| 16 | Educational Services (Private) | 4.5% |
| 15 | Other Services (Repair/Maintenance & Personal Services) | 4.1% |
| 14 | Wholesale Trade | 3.8% |
| 13 | Manufacturing - Nondurable Goods | 3.5% |
| 13 | Professional & Business Services | 3.5% |
| 11 | Manufacturing - Durable Goods | 2.3% |
| 10 | Agriculture (also Forestry, Fishing & Hunting) | 2.1% |
| 10 | Local Government (Excluding Education) | 2.1% |
| 8 | Retail Trade | 1.6% |
| 7 | Health Care & Social Assistance | 1.5% |
| 6 | Public Education (COE & K-12 School Districts) | 1.1% |
| 5 | State Government | 0.5% |
| 4 | Construction (also Mining & Logging) | 0.2% |
| 3 | Finance & Insurance | 0.0% |
| 2 | Information | -0.7% |
| 1 | Federal Government | -1.7% |

Annual Growth – 2008 to 2018

| Points | Sector | Annual Growth 2008-2018 |
|--------|---|-------------------------|
| 18 | Leisure & Hospitality | 2.10% |
| 17 | Retail Trade | 2.00% |
| 16 | Manufacturing - Nondurable Goods | 1.90% |
| 16 | Wholesale Trade | 1.90% |
| 14 | Health Care & Social Assistance | 1.80% |
| 13 | Professional & Business Services | 1.50% |
| 13 | Educational Services (Private) | 1.50% |
| 11 | Other Services (Repair/Maintenance & Personal Services) | 1.40% |
| 11 | Information | 1.40% |
| 9 | Finance & Insurance | 1.30% |
| 8 | Public Education (COE & K-12 School Districts) | 1.20% |
| 8 | Transportation, Warehousing & Utilities (Private) | 1.20% |
| 6 | State Government | 1.10% |
| 5 | Construction (also Mining & Logging) | 0.30% |
| 4 | Agriculture (also Forestry, Fishing & Hunting) | 0.20% |
| 3 | Local Government (Excluding Education) | 0% |
| 3 | Manufacturing - Durable Goods | 0% |
| 1 | Federal Government | -2.50% |

Annual Payroll

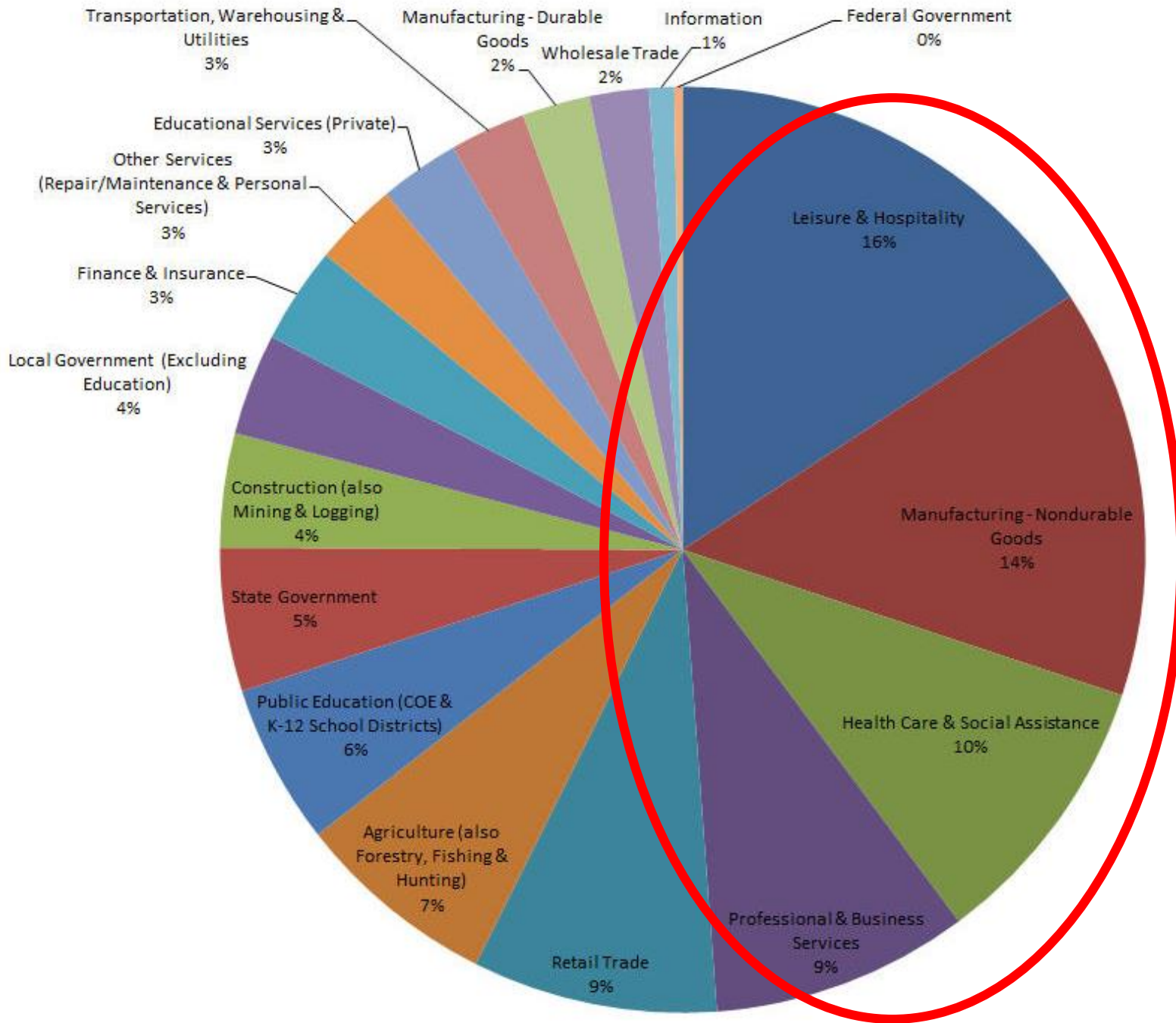
| Points | Sector | Annual Payroll |
|--------|---|----------------|
| 18 | Leisure & Hospitality | 296,193,492 |
| 17 | Manufacturing - Nondurable Goods | 539,698,116 |
| 16 | Health Care & Social Assistance | 365,829,980 |
| 15 | Professional & Business Services | 326,346,872 |
| 14 | Agriculture (also Forestry, Fishing & Hunting) | 196,126,360 |
| 13 | Retail Trade | 183,408,796 |
| 12 | Local Government (Excluding Education) | 176,190,372 |
| 11 | State Government | 161,686,972 |
| 10 | Construction (also Mining & Logging) | 148,317,248 |
| 9 | Public Education (COE & K-12 School Districts) | 114,193,404 |
| 8 | Wholesale Trade | 105,644,524 |
| 7 | Finance & Insurance | 101,707,920 |
| 6 | Manufacturing - Durable Goods | 83,409,116 |
| 5 | Other Services (Repair/Maintenance & Personal Services) | 78,893,544 |
| 4 | Transportation, Warehousing & Utilities (Private) | 63,837,460 |
| 3 | Educational Services (Private) | 50,530,588 |
| 2 | Information | 31,961,372 |
| 1 | Federal Government | 15,208,704 |

Add up the points and rank the sectors...

| Points | Sector |
|--------|---|
| 71 | Leisure & Hospitality |
| 63 | Manufacturing - Nondurable Goods |
| 56 | Professional & Business Services |
| 53 | Health Care & Social Assistance |
| 52 | Retail Trade |
| 41 | Agriculture (also Forestry, Fishing & Hunting) |
| 41 | Wholesale Trade |
| 38 | Other Services (Repair/Maintenance & Personal Services) |
| 38 | Educational Services (Private) |
| 35 | Public Education (COE & K-12 School Districts) |
| 35 | Transportation, Warehousing & Utilities (Private) |
| 34 | Local Government (Excluding Education) |
| 33 | State Government |
| 29 | Construction (also Mining & Logging) |
| 27 | Finance & Insurance |
| 24 | Manufacturing - Durable Goods |
| 17 | Information |
| 4 | Federal Government |

Top 4 Priority Industry Sectors for Napa County

1. Leisure & Hospitality
2. Manufacturing - Nondurable Goods
3. Professional & Business Services
4. Health Care & Social Assistance



Leisure & Hospitality

Subsectors include:

- Accommodations -- Bed and Breakfast Inns, including Rental Cottages
- Accommodations -- Hotels and Motels, including Resort Hotels
- Amusement and Recreation Services
- Food Services and Drinking Places -- Caterers
- Food Services and Drinking Places -- Full-Service Restaurants and Limited-Service Eating Places
- Food Services and Drinking Places -- Tasting Rooms and Drinking Places (Alcohol Beverages)
- Limousine and Taxi Services
- Museums and Art Galleries

Leisure & Hospitality Occupations

- Amusement and Recreation Attendants
- Bakers
- Bartenders
- Bookkeeping, Accounting, and Auditing Clerks
- Cashiers
- Chefs and Head Cooks
- Combined Food Preparation and Serving Workers
- Concierges
- Cooks, Fast Food
- Cooks, Institution and Cafeteria
- Cooks, Restaurant
- Cooks, Short Order
- Counter and Rental Clerks
- Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
- Dining Room and Cafeteria Attendants and Bartender Helpers
- Dishwashers
- Dispatchers, Except Police, Fire, and Ambulance
- Executive Secretaries and Administrative Assistants
- First-Line Supervisors/Managers of Food Preparation and Serving Workers
- First-Line Supervisors/Managers of Housekeeping and Janitorial Workers
- First-Line Supervisors/Managers of Office and Administrative Support Workers
- Fitness Trainers and Aerobics Instructors
- Food Preparation Workers
- Food Servers, Non-Restaurant
- Food Service Managers
- Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
- Hotel, Motel, and Resort Desk Clerks
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Landscaping and Groundskeeping Workers
- Lodging Managers
- Maids and Housekeeping Cleaners
- Maintenance and Repair Workers, General
- Office Clerks, General
- Receptionists and Information Clerks
- Retail Sales Workers
- Secretaries, Except Legal, Medical, and Executive
- Security Guards
- Taxi Drivers and Chauffeurs
- Truck Drivers, Light or Delivery Services
- Waiters and Waitresses

Manufacturing - Nondurable Goods

Subsectors include:

- Beverage and Tobacco Product Manufacturing
- Food Manufacturing
- Printing and Related Support Activities
- Plastics and Rubber Products Manufacturing
- Paper Manufacturing
- Apparel Manufacturing
- Textile Product Mills
- Leather and Allied Product Manufacturing
- Textile Mills
- Petroleum and Coal Products Manufacturing
- Chemical Manufacturing

Note: "Nondurable Goods" are products consumed in a short time or that have useful lives of less than three years

Manufacturing - Nondurable Goods Occupations

- Bookkeeping, Accounting, and Auditing Clerks
- Chief Executives
- Customer Service Representatives
- Driver/Sales Workers
- Farmworkers and Laborers, Crop, Nursery, and Greenhouse
- First-Line Supervisors/Managers of Production and Operating Workers
- Food Scientists and Technologists, including Enologists
- General and Operations Managers
- Helpers--Production Workers
- Industrial Production Managers
- Industrial Truck and Tractor (Forklift) Operators
- Inspectors, Testers, Sorters, Samplers, and Weighers
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Laborers and Freight, Stock, and Material Movers
- Maintenance and Repair Workers, General
- Mixing and Blending Machine Setters, Operators, and Tenders
- Packaging and Filling Machine Operators and Tenders
- Production, Planning, and Expediting Clerks
- Retail Salespersons
- Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
- Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders
- Truck Drivers, Heavy and Tractor-Trailer
- Truck Drivers, Light or Delivery Services
- Waiters and Waitresses

Professional & Business Services

Subsectors include:

- Professional, Scientific, and Technical Services
- Administrative and Support Services
- Waste Management and Remediation Services
- Management of Companies and Enterprises

Note: This sector does not include repair/maintenance services or personal services (which are part of the Sector called “Other Services”)

Professional & Business Services Occupations

- Accountants and Auditors
- Advertising Sales Agents
- Appraisers and Assessors of Real Estate
- Architects
- Architectural and Civil Drafters
- Bill and Account Collectors
- Bookkeeping, Accounting, and Auditing Clerks
- Child Care Workers
- Civil Engineers
- Computer and Information Systems Managers
- Computer Support Specialists
- Construction Laborers
- Customer Service Representatives
- Employment, Recruitment, and Placement Specialists
- Engineering Managers
- Farmworkers and Laborers, Crop
- General and Operations Managers
- Graphic Designers
- Helpers--Production Workers
- Industrial Truck and Tractor (Forklift) Operators
- Janitors and Cleaners
- Laborers and Freight, Stock, and Material Movers
- Landscaping and Groundskeeping Workers
- Lawyers
- Legal Secretaries
- Management Analysts
- Medical Scientists, Except Epidemiologists
- Network and Computer Systems Administrators
- Office Clerks, General
- Packaging and Filling Machine Operators and Tenders
- Paralegals and Legal Assistants
- Personal Financial Advisors
- Press Operators
- Property and Real Estate Managers
- Public Relations Specialists
- Real Estate Brokers
- Real Estate Sales Agents
- Receptionists and Information Clerks
- Refuse and Recyclable Material Collectors
- Sales Representatives, Wholesale and Manufacturing
- Secretaries
- Security Guards
- Team Assemblers
- Travel Agents

Health Care & Social Assistance

Subsectors include:

- Hospitals
- Ambulatory Health Care Services
- Nursing and Residential Care Facilities
- Social Assistance (Private)

Note: This sector does not include public social services (which are part of the Sector called “Local Government”)

Health Care & Social Assistance Occupations

- Billing and Posting Clerks and Machine Operators
- Bookkeeping, Accounting, and Auditing Clerks
- Cooks, Institution and Cafeteria
- Counselors and Social Workers
- Dental Assistants
- Dental Hygienists
- Dentists
- Diagnostic Medical Sonographers
- Dietitians and Nutritionists
- Emergency Medical Technicians and Paramedics
- Financial Managers
- Food Preparation Workers
- Home Health Aides
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Licensed Practical and Licensed Vocational Nurses
- Marketing Managers
- Medical and Clinical Laboratory Technicians
- Medical and Clinical Laboratory Technologists
- Medical and Public Health Social Workers
- Medical Assistants
- Medical Records and Health Information Technicians
- Nursing Aides, Orderlies, and Attendants
- Personal and Home Care Aides
- Pharmacists
- Pharmacy Technicians
- Physician Assistants
- Physicians and Surgeons
- Public Relations Specialists
- Radiologic Technologists and Technicians
- Receptionists and Information Clerks
- Registered Nurses
- Respiratory Therapists
- Secretaries
- Surgical Technologists

What's Next?

- A deeper dive into the Priority Industry Sectors (the industries & employers)
- A deeper dive into the occupations (types of jobs) used by our Priority Industry Sectors

Sources

- EDD Labor Market Information Division
www.labormarketinfo.edd.ca.gov