



# FOOTHILL WIB

## MARKET AND DATA ANALYSIS

Los Angeles County Economic Development Corporation



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This report was prepared by the Economic and Policy Analysis Group of the Los Angeles County Economic Development Corporation (LAEDC).

As the Southern California region's premier economic development organization, the mission of the LAEDC is to attract, retain and grow businesses and jobs in the regions of Los Angeles County.

The LAEDC Economic and Policy Analysis Group offers objective economic and policy research for public agencies and private firms. The Analysis Group focuses on economic impact studies, regional industry analyses, economic forecasts and issue studies, particularly in water, transportation, infrastructure and environmental policy. Projects are selected based on their relevance to the *L.A. County Strategic Plan for Economic Development* and the potential for the research to shape policy that supports the LAEDC mission.

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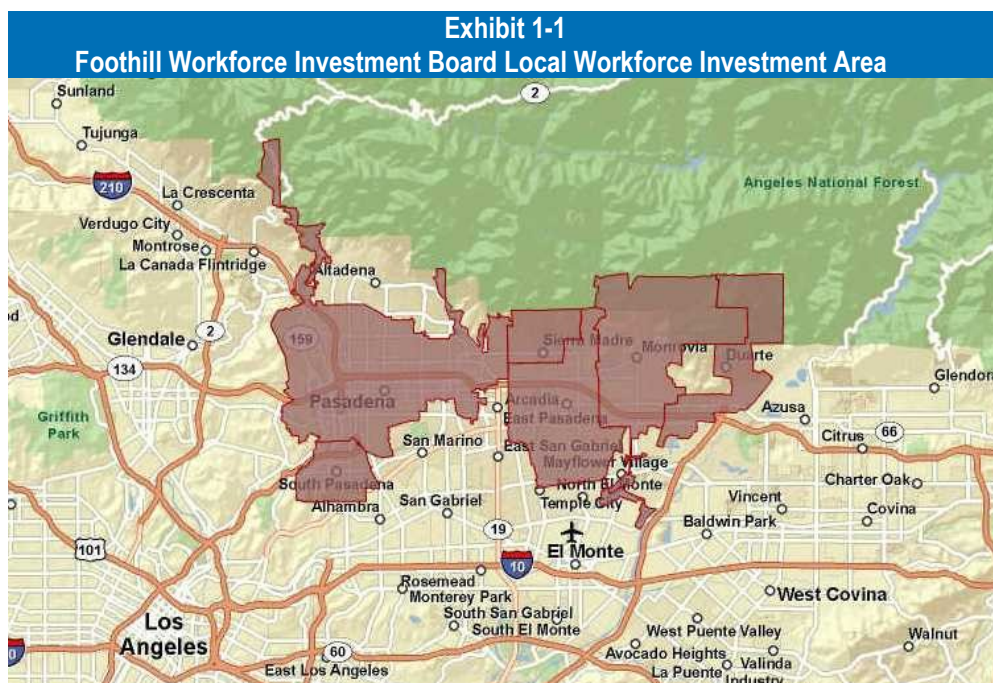
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## Foothill WIB Local Workforce Investment Area

The Foothill Workforce Investment Board (WIB) Local Workforce Investment Area (LWIA) is located in Los Angeles County and includes the cities of Arcadia, Duarte, Monrovia, Pasadena, Sierra Madre and South Pasadena. The LWIA includes the zip codes listed in Exhibit 1-2. Bradbury has been excluded from this analysis by retracting its place code data.



Source: ESRI

Exhibit 1-2 Foothill WIB Local Workforce Investment Area			
City	Zip Code	City	Zip Code
Arcadia	91006	Pasadena	91101
	91007		91103
Duarte	91010		91104
Monrovia	91016		91105
Sierra Madre	91024		91106
South Pasadena	91030		91107
			91125
			91126

Source: Foothill WIB



## Demographic and Economic Overview

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## Population

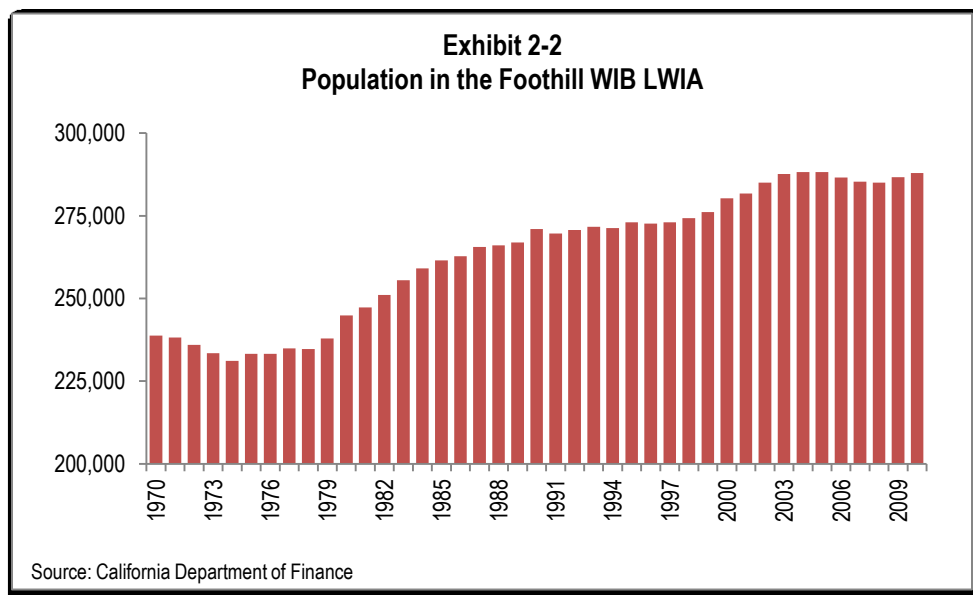
The population of the Foothill WIB was 291,780 in 2009, approximately 3 percent of Los Angeles County, with almost half living in the city of Pasadena. The median age of the population was 38 years old, almost four years older than the median age in the county.

Exhibit 2-1 Foothill WIB Population Characteristics				
Area	Population	Male	Female	Median Age
Arcadia	55,608	47%	53%	40.8
Duarte	21,742	46%	54%	37.9
Monrovia	37,321	48%	52%	37.0
Pasadena	142,013	48%	52%	36.6
Sierra Madre	10,769	50%	50%	45.7
South Pasadena	24,327	47%	53%	38.2
<b>Foothill WIB</b>	<b>291,780</b>	<b>48%</b>	<b>52%</b>	<b>37.7*</b>
Los Angeles County	9,785,295	50%	50%	33.8

Sources: ACS 2005-09 ; ESRI

\* median estimates for the aggregated geography are from ESRI

Since 1970, the total population in the Foothill WIB has increased by 22 percent, an average annual growth rate of 0.7 percent per year. In only twelve of the last 40 years has the population declined from year to year.

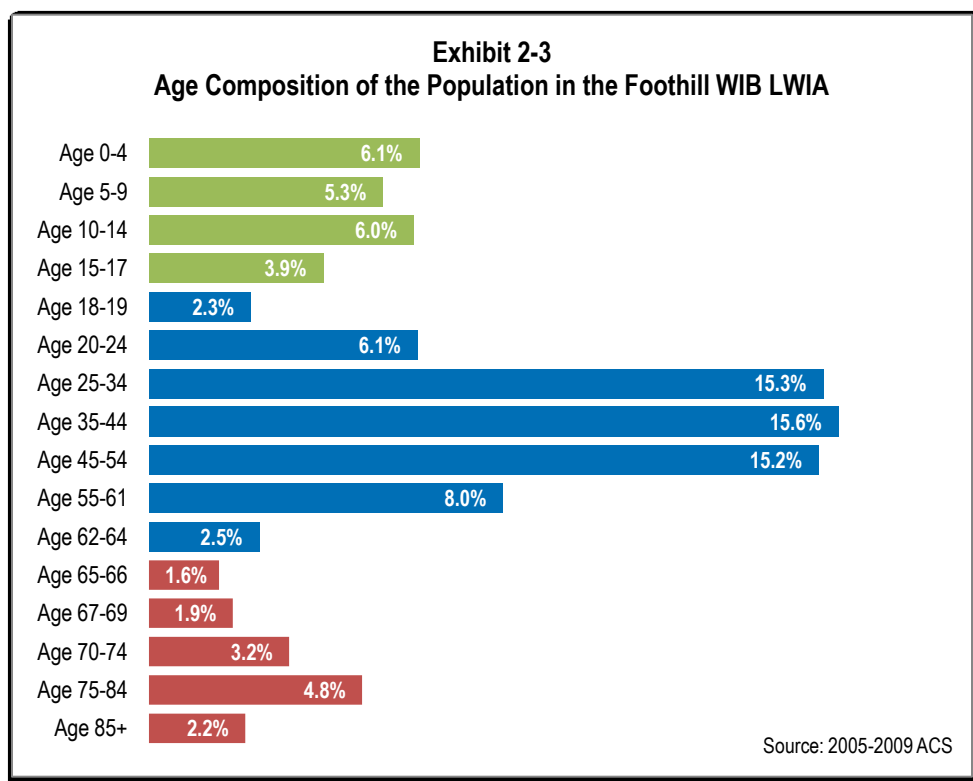


California Department of Finance total population estimates from 1999 to 2011 for the cities of the Foothill WIB LWIA are presented in Exhibit A-1 in the Appendix.



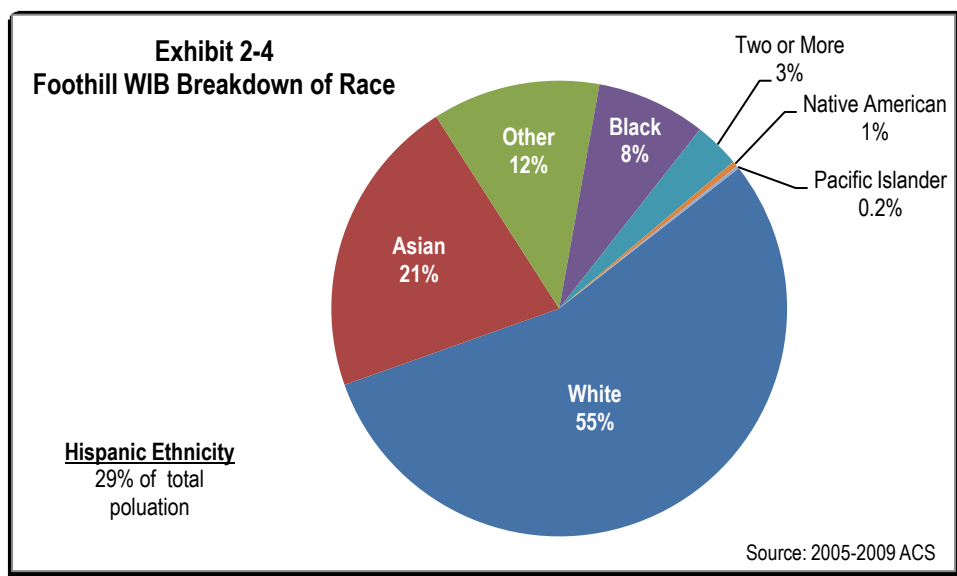
## Age Composition

The bulk of the Foothill WIB's population is comprised of working-aged adults: more than 65 percent of the population falls within the ages of 18 through 64 years. Juvenile residents (those under the age of 18 years) account for an additional 21.3 percent of the population.

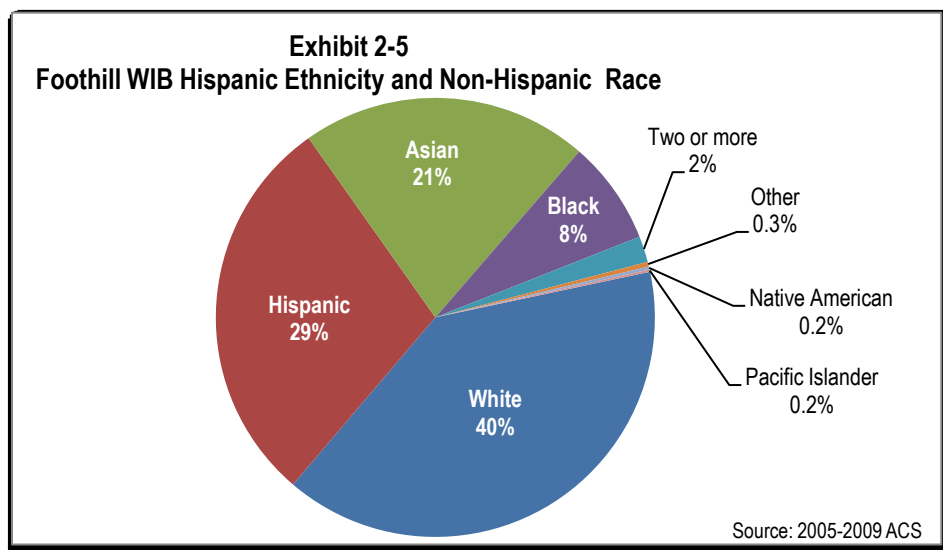


## Race and Ethnicity

Approximately 55 percent of the population is white, 21 percent is Asian and 8 percent is African-American, compared to 51 percent, 13 percent and 9 percent, respectively, at the county level.



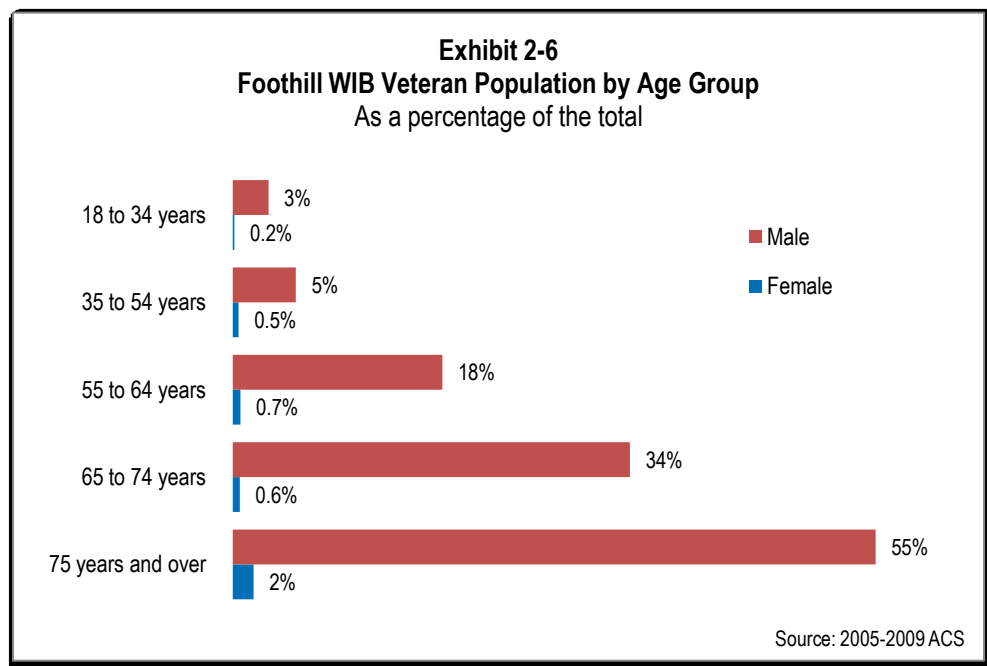
Approximately 29 percent of the population is of Hispanic origin, compared to 47 percent at the county level. There is a significant reduction in the percentage share of the population classifying their own race as white and as other once ethnicity is also considered.



The racial and ethnic breakdown for the cities located within the Foothill WIB LWIA is displayed in Exhibit A-2 in the Appendix.

## Veteran Population

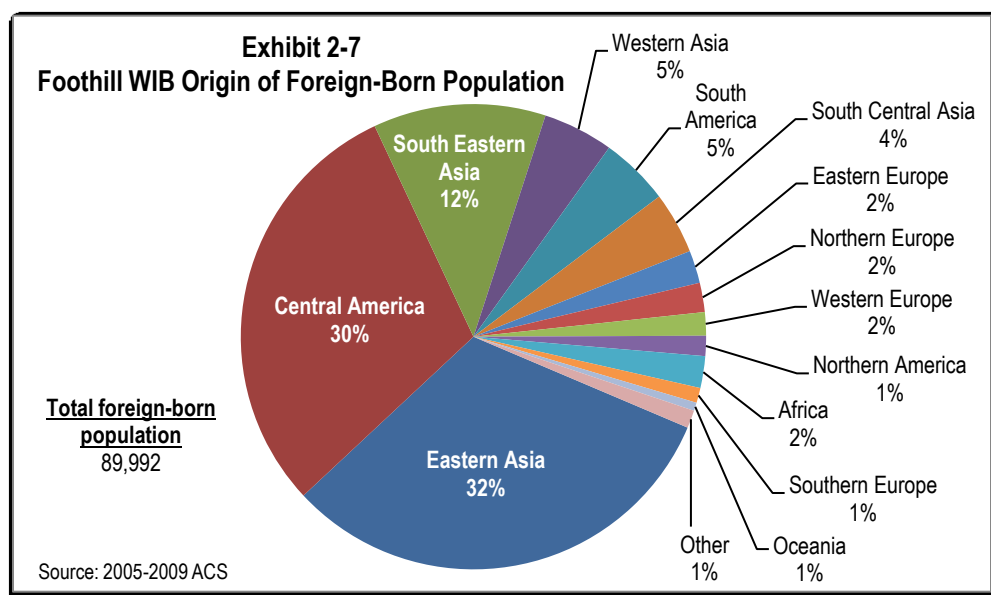
The share of the Foothill WIB's veteran population of the total population age 18 and over according to gender for five age groups is shown in Exhibit 2-6. Male veteran population shares far exceed those of female veterans in all age groups. Older age groups, specifically ages 55 and over, show larger shares of veteran population in comparison to the shares of younger age groups.



The breakdown of the veteran population, size according to age and the share of veterans by each sex, for the cities located within the Foothill WIB LWIA are displayed in Exhibit A-3 in the Appendix.

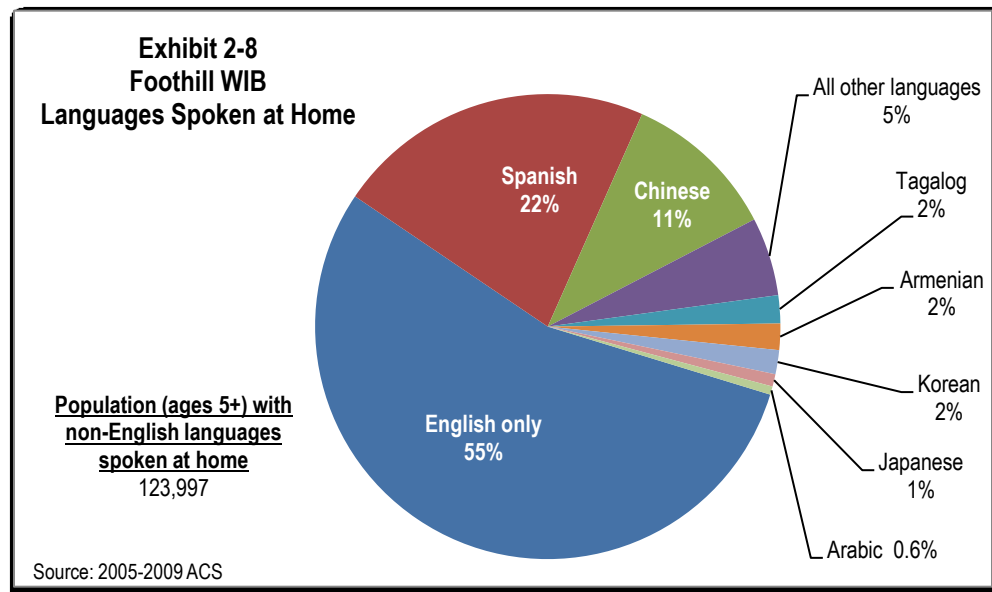
## Foreign Born Population

The population of the Foothill WIB is diverse, home to nearly 90,000 immigrants from around the world. The largest portion, 49 percent of the foreign-born population, originates from the Asian continent, which includes China, India and countries in the Middle East. The second largest share, 30 percent of the foreign-born population, originates from Central America, which includes Mexico, Belize, Costa Rica, Guatemala, Honduras, Nicaragua, Panama, El Salvador and the Dominican Republic.



## Languages Spoken at Home

While 55 percent of the population speaks English at home, 45 percent speak another language: 22 percent speak Spanish and 11 percent speak Chinese.



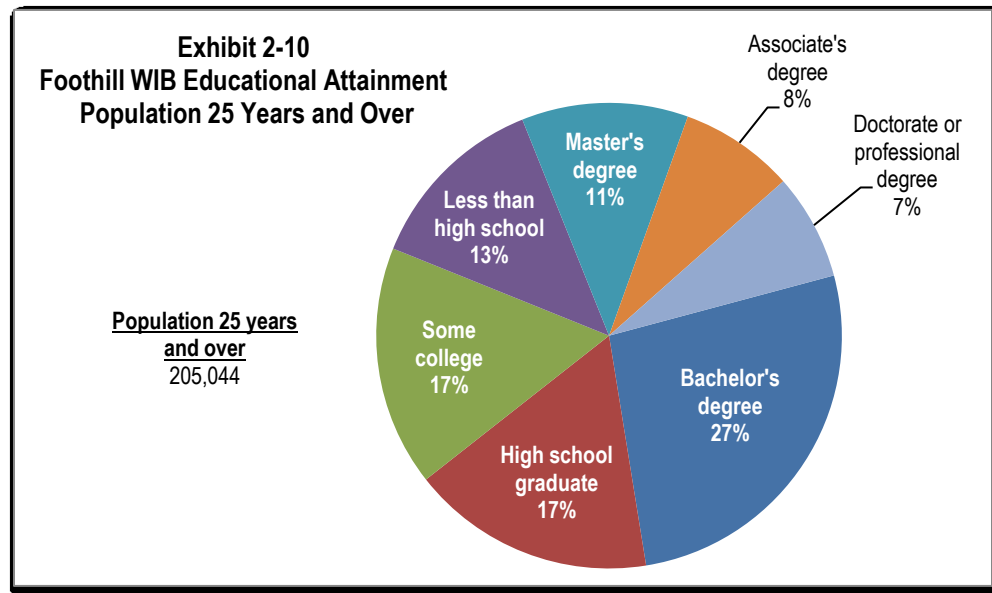
Of those who speak a non-English language at home, more than 40 percent speak English less than very well.

<b>Exhibit 2-9</b> <b>Languages Spoken at Home</b>			
Language Spoken at Home	Population	Speaks English less than very well	
		Population	%
Spanish	60,792	24,181	40%
Chinese	29,401	15,234	52%
Korean	4,569	2,404	53%
Armenian	5,018	1,834	37%
Tagalog	5,342	1,299	24%
Japanese	2,360	1,166	49%
Arabic	1,574	633	40%
Vietnamese	1,335	534	40%
Russian	666	303	45%
African	618	277	45%
All other non-English	12,322	3,100	25%
<b>Foothill WIB</b>	<b>123,997</b>	<b>50,965</b>	<b>41%</b>
Los Angeles County	5,081,275	2,459,073	48%

Source: ACS 2005-09

## Educational Attainment

Over 45 percent of the population aged 25 years and older in the Foothill WIB LWIA have earned a bachelor degree or higher, compared to 29 percent for the county.



The educational attainment for the cities located within the Foothill WIB LWIA is shown in Exhibit A-4 in the Appendix.

## Household Size and Income

The Foothill WIB has over 108,200 households. Household size is somewhat smaller in the Foothill WIB LWIA than in Los Angeles County (2.69 persons compared to 3.02 persons in Los Angeles County).

Exhibit 2-11 Household and Income Characteristics					
	Households	Average size of household	Households receiving Public assistance	Median HH income (\$2009)	Per capita income (\$2009)
Arcadia	18,936	2.92	218	\$ 78,273	\$ 37,980
Duarte	6,430	3.22	131	59,776	23,615
Monrovia	13,867	2.66	300	64,342	30,873
Pasadena	54,667	2.49	1,392	62,242	38,140
Sierra Madre	4,566	2.36	15	83,652	53,864
South Pasadena	9,798	2.47	159	80,412	47,367
<b>Foothill WIB</b>	<b>108,264</b>	<b>2.69</b>	<b>2,215</b>	<b>\$ 62,189*</b>	<b>\$ 32,848*</b>
Los Angeles County	3,178,266	3.02	113,256	\$ 54,828	\$ 26,983

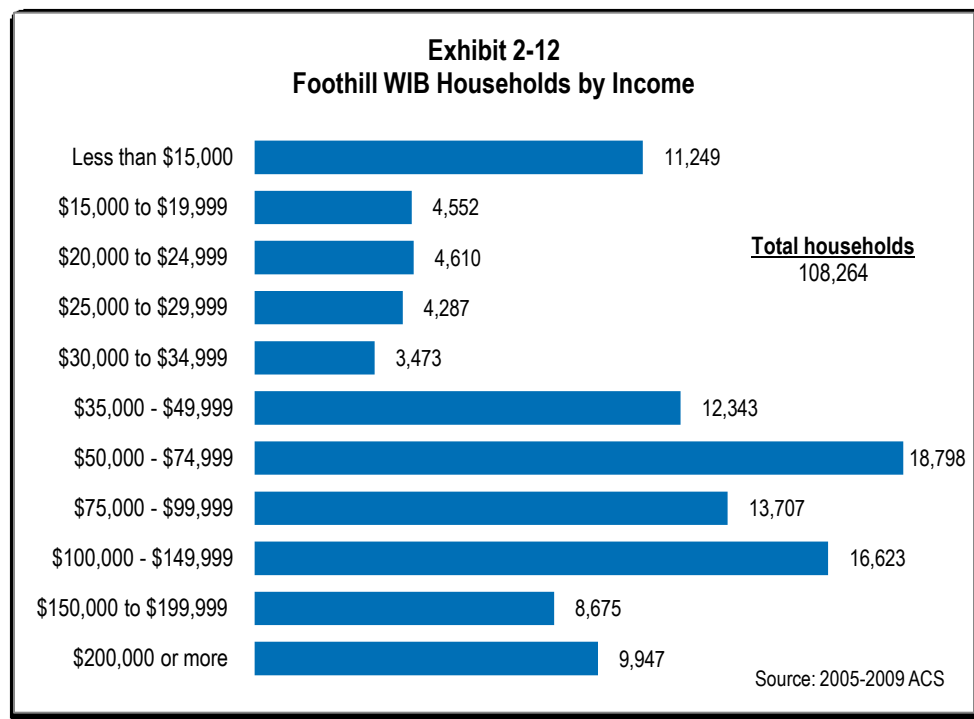
Sources: ACS 2005-09; ESRI

\* median and per capita estimates for the aggregated geography are from ESRI

Median household income in the Foothill WIB, estimated to be \$62,189, is higher than the county median of \$54,828, and per capita income is higher as well (\$32,848 in the Foothill WIB compared to \$26,983 county-wide).

## Household Income Distribution

Of the nearly 108,300 households in the LWIA, close to 63 percent (67,800 households) have annual incomes of \$50,000 or more.



The breakdown of households by income for the cities located within the Foothill WIB LWIA is shown in Exhibit A-5 in the Appendix.



## Change in Per Capita Income

Exhibit 2-13 below shows the per capita income of the Foothill WIB and the cities that lie within the LWIA in the 1990 Census, the 2000 Census and the 2005-2009 American Community Survey (complete 2010 Census data is not yet available at city level).

Exhibit 2-13 Foothill WIB Per Capita Income by City					
Area	Census 1990 (\$1989)	Census 2000 (\$1999)	ACS 2005-2009 (\$2009)	Nominal Change 1990 to 2009	Real Change 1990 to 2009 (\$2009)**
Arcadia	\$25,441	\$28,400	\$37,980	\$12,539	\$ (6,283)
Duarte	14,103	19,648	23,615	9,512	(922)
Monrovia	15,495	21,686	30,873	15,378	3,914
Pasadena	19,588	28,186	38,140	18,552	4,060
Sierra Madre	24,947	41,104	53,864	28,917	10,461
South Pasadena	26,106	32,620	47,367	21,261	1,947
<b>Foothill WIB</b>	<b>\$20,464*</b>	<b>\$27,589*</b>	<b>\$32,848*</b>	<b>\$ 12,384*</b>	<b>\$ (2,756)*</b>
Los Angeles County	\$16,149	\$20,683	\$26,983	\$10,834	\$ (1,113)

Sources: U.S. Census Bureau, BLS, ESRI

\* per capita estimate for aggregated geography from ESRI

\*\* (\$1989) adjusted to (\$2009) with the CPI for LA MSA

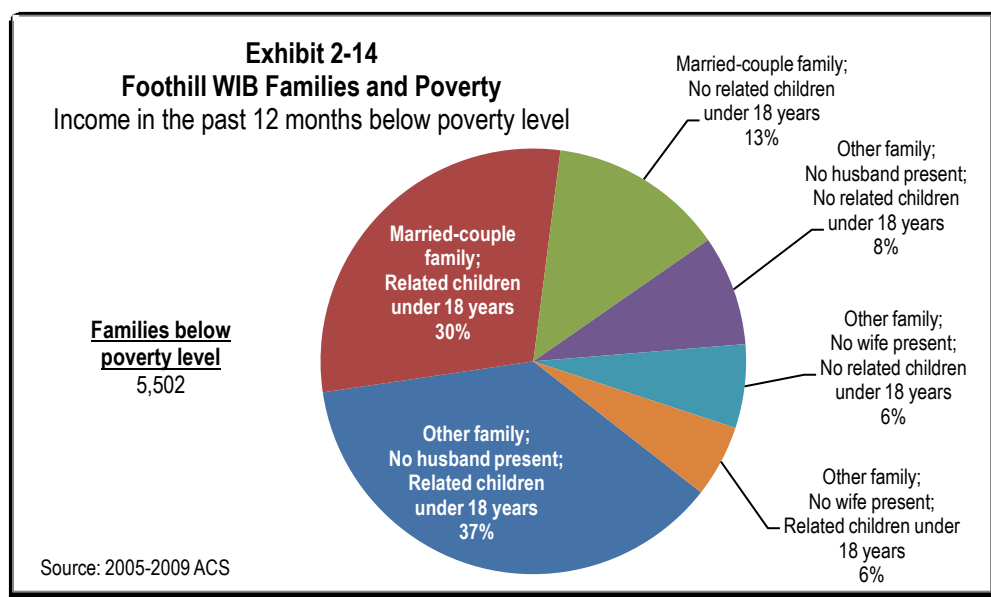
The exhibit above also shows the nominal change in per capita income from the 1990 Census to the 2005-2009 American Community Survey for each city within the Foothill WIB LWIA.

While the nominal change in per capita income in the Foothill WIB was over \$10,000, once this measure has been adjusted for inflation the real change is negative: real per capita income has fallen by nearly \$2,800 since the 1990 Census in the Foothill WIB, more than double the fall for the county as a whole.

## Families and Poverty

Poverty is a relative measure that takes into account the number of people in a unit and the total income that unit earns. There are over 5,000 families with incomes below the poverty level who reside in the Foothill WIB LWIA.

Of all of the families living below the poverty level in the WIB area, 37 percent are single mother families, 30 percent are married couple families and 13 percent are married couple families without related children under the age of 18.



## Housing Stock and Occupancy

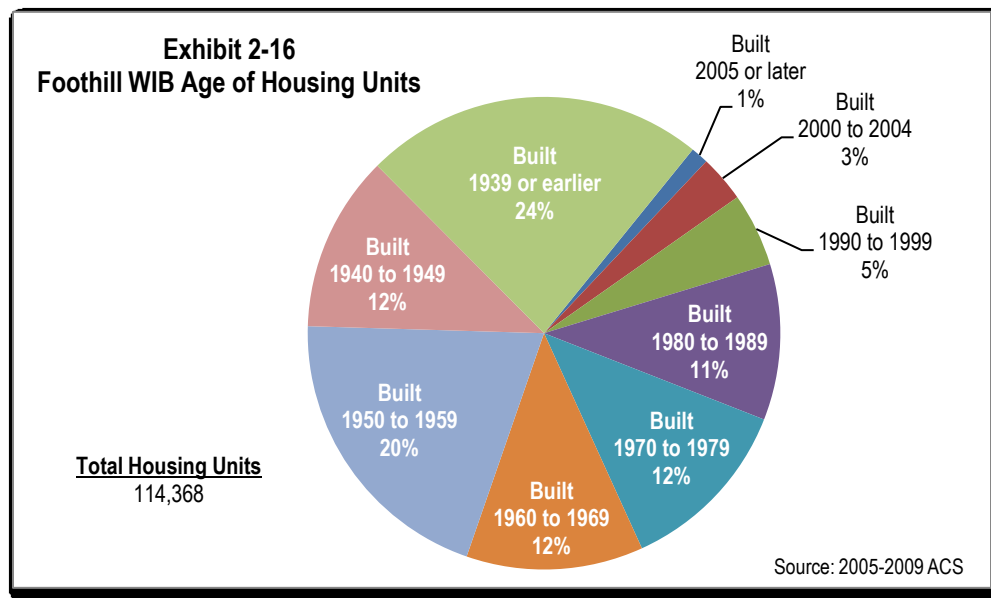
There are 114,368 housing units located in the WIB, 51 percent are single family residences, multifamily residences total nearly 49 percent and 0.3 percent are mobile homes.

Exhibit 2-15 Housing Unit Characteristics						
Area	Number of Housing Units	Median Year Structure Built	Owner Occupied		Renter Occupied	
			Units	Median Value	Units	Median Gross Rent
Arcadia	19,405	1961	12,129	\$768,100	6,807	\$1,255
Duarte	6,639	1966	4,486	446,100	1,944	1,098
Monrovia	14,493	1958	6,981	560,700	6,886	1,155
Pasadena	58,798	1956	25,149	648,400	29,518	1,179
Sierra Madre	4,809	1955	2,942	771,000	1,624	1,276
South Pasadena	10,224	1951	4,618	806,400	5,180	1,239
<b>Foothill WIB</b>	<b>114,368</b>	<b>1957*</b>	<b>56,305</b>	<b>\$651,324*</b>	<b>51,959</b>	<b>\$1,101*</b>
Los Angeles County	3,370,108	1961	1,544,182	\$521,900	1,634,084	\$1,076

Source: ACS 2005-09

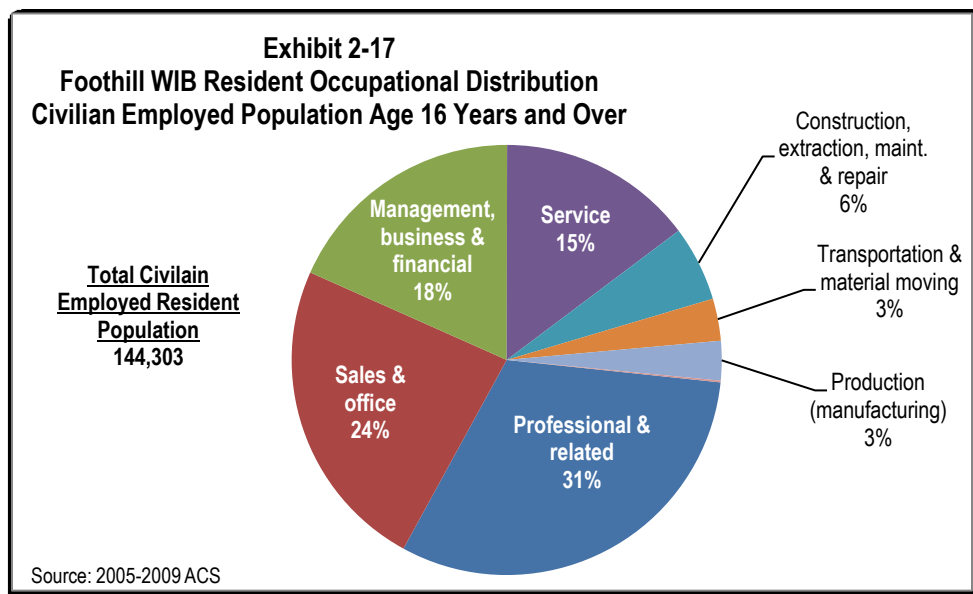
\* median estimates cannot be determined for aggregated geographies

Most of the housing stock in the Foothill WIB was constructed prior to 1990. The largest share, almost 25 percent, was built in 1939 or earlier. The median year of all residential structures built is 1957. Only four percent of the housing stock within the Foothill WIB LWIA has been built within the last decade.



## Occupations

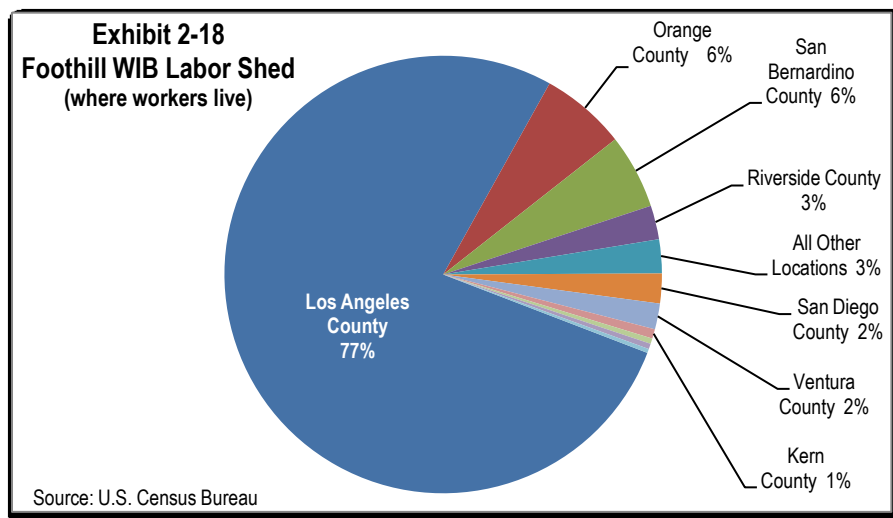
Nearly one half of workers living in the Foothill WIB are employed in management, professional and related occupations, such as architects, engineers, scientists, and legal occupations. Another 24 percent are in sales and office occupations, and 15 percent work in service occupations, such as personal care, protective service, and community and social services.



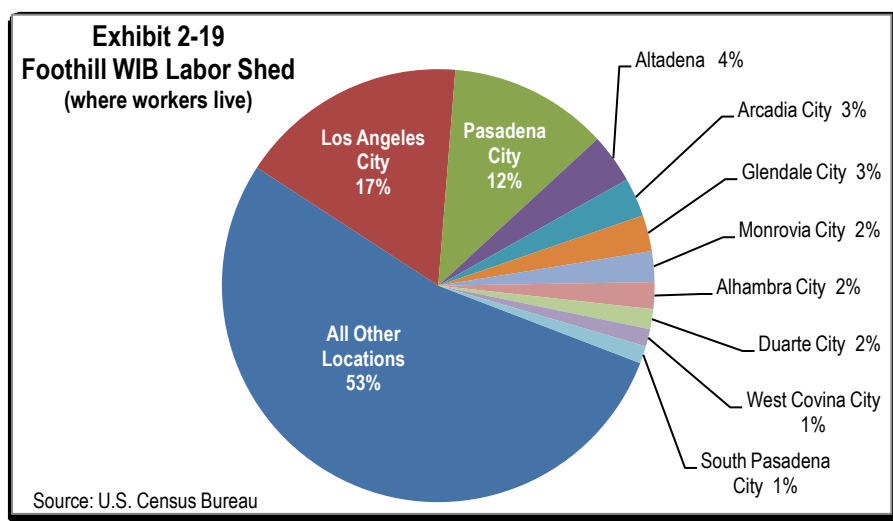
The occupational distribution of workers living in each of the cities located within the Foothill WIB LWIA is shown in Exhibit A-6 in the Appendix.

## Labor Shed

The geographic area from which businesses in the Foothill WIB draw their workers is called the labor shed. Examined at the county level, more than two-thirds of those working in the Foothill WIB area live in Los Angeles County, but many commute from neighboring counties, including 6 percent from San Bernardino County and Orange County each.

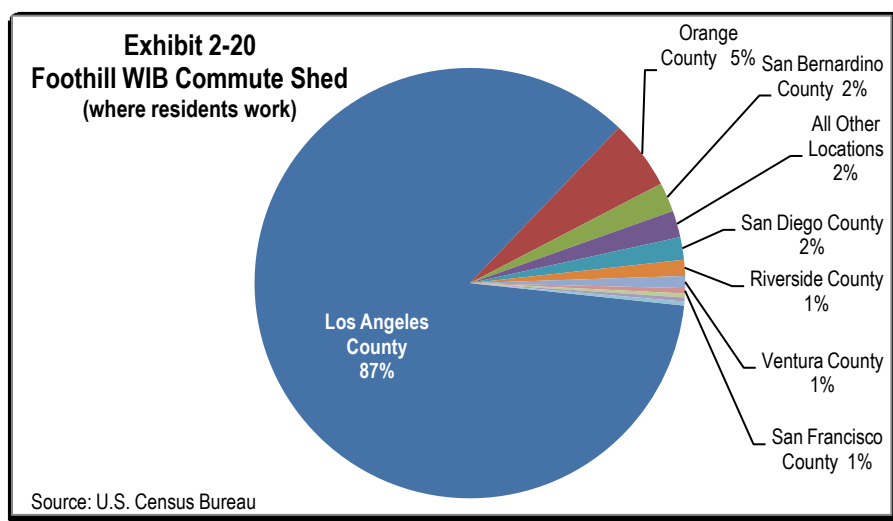


Examined at the city level, just 20 percent of the payroll jobs in the Foothill WIB were held by residents of the LWIA. Seventeen percent were held by residents of the City of Los Angeles, and 2 percent by residents of Monrovia. More than two-thirds of the jobs were held by residents of cities outside the immediate area of the Foothill WIB.

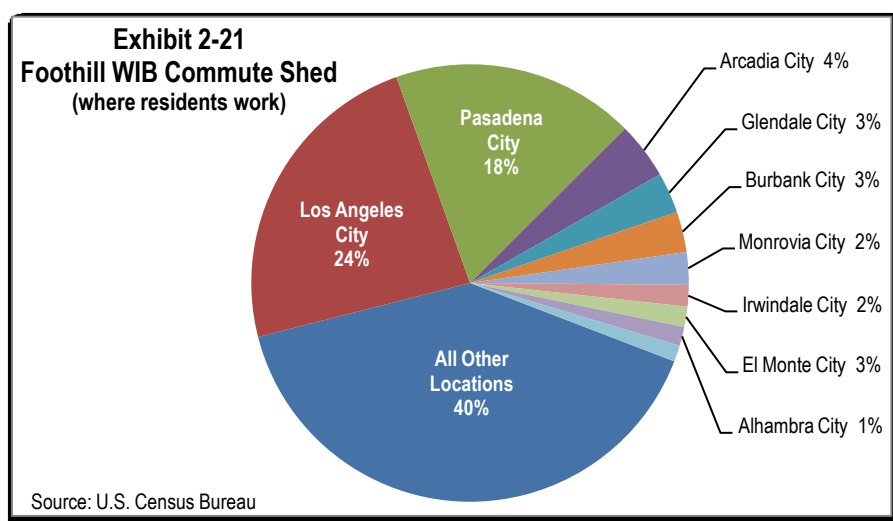


## Commute Shed

At the same time, residents of the Foothill WIB work in many areas outside of the WIB borders. The geographic area where residents of the WIB go to work is called the commute shed. Examined at the county level, 87 percent of Foothill WIB's working residents work in Los Angeles County. Another 5 percent commute to jobs in Orange County and 2 percent work in San Bernardino. Another 5 percent commute to jobs in Orange County and 2 percent work in San Bernardino. Another 5 percent commute to jobs in Orange County and 2 percent work in San Bernardino.



Examined at the city level, only 24 percent of the Foothill WIB's working residents work in WIB LWIA. Another 24 percent work in the City of Los Angeles. More than two thirds of the working residents of the Foothill WIB commute to jobs outside the immediate area of the WIB area.



## Los Angeles County Industry Employment Forecast

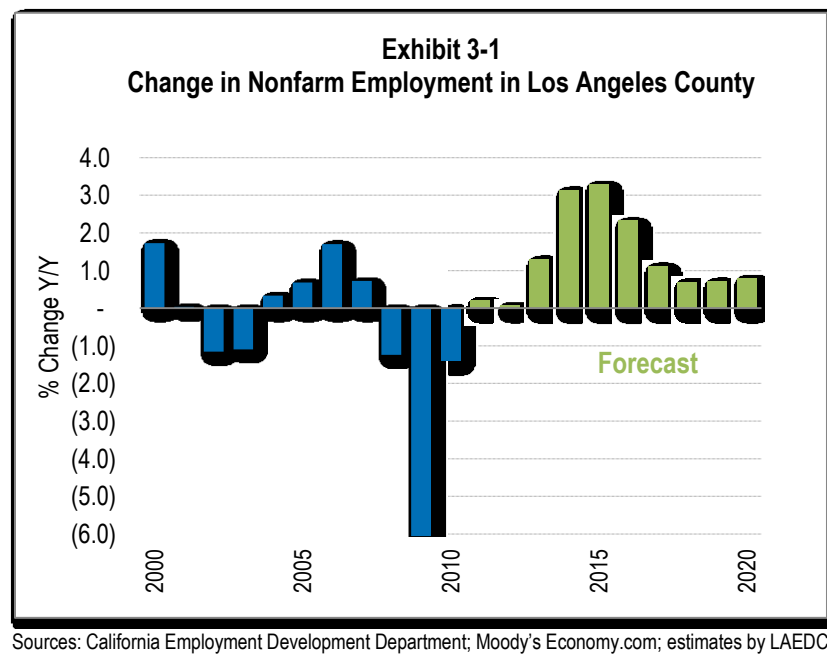
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## Employment Forecast

The contour of our nonfarm employment forecast for Los Angeles County is shown in Exhibit 1, along with the county's historical growth performance since 2000.

The shape of this forecast can be described as follows:

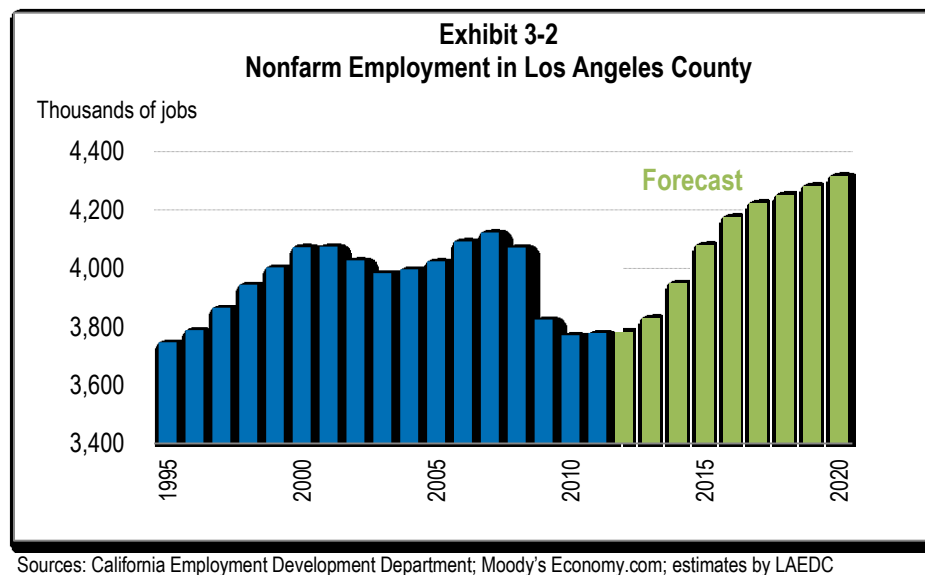
- The county's economy entered a severe recession in December of 2007, with an employment decline of 1.2 percent in 2008, 6.1 percent decline in 2009 and an estimated 1.4 percent decline in 2010. Employment is expected to begin recovering in 2011, with a year-over-year gain of 0.2 percent and remain relatively flat into 2012.
- Employment growth will pick up during the recovery period, with 1.3 percent growth in 2013, 3.1 percent in 2014 and 3.3 percent growth in 2015.
- After 2015, employment growth is forecast to decelerate to 2.3 percent in 2016 and 1.1 percent in 2017, thereafter stabilizing at its long term trend rate of approximately 0.7 percent.





## Los Angeles County Employment

Employment levels peaked in 2007, reaching 4.12 million jobs in Los Angeles County. Although growth is expected to be positive from 2011 onward, with almost 600,000 unemployed persons in October 2011, and perhaps tens of thousands more having dropped out of the labor force and willing to work once the economy improves, reabsorbing these workers will take time. Reaching the prior peak level of employment is not expected until 2016 or later.



Overall, the employment forecast incorporates a recovery period that begins in 2011, although early losses still outweighed gains experienced later in the year. Most private sectors will begin to show employment gains in 2011 and 2012 and will grow in 2013. Post-recession growth will improve in 2014 and 2015. Thereafter, the recovery will moderate and employment growth in the region will return toward its long term trend.

## Industry Growth Outlook

Most industry sectors will follow the general contour of post-recession recovery followed by moderation. However, there are differences among industries. Recovery strength in many cases will be determined by the magnitude of the industry's decline during the recession.

Exhibit 3 summarizes the industry growth by sector over the forecast period and for two historical five-year periods. Broadly, Los Angeles County's economic growth will show an anemic post-recession recovery, led in large part by service-providing industries such as professional and business services, educational and health services, and leisure and hospitality, as well as by construction.

Service-providing industries are in aggregate expected to grow at an average annual rate of 1.6 percent between 2010 and 2020, higher than goods-producing industries which will grow at an average annual rate of 0.7 percent.

Exhibit 3-3 Employment Growth in Los Angeles County by Sector: History and Forecast					
Industry Sector	Annual Average Percent Change				
	2000-05	2005-10 <sup>1</sup>	2010 <sup>1</sup> -15	2015-20	2010 <sup>1</sup> -20
Goods Producing Industries	-3.5	-5.1	1.3	0.2	0.7
Natural Resources and Mining	1.8	2.6	-0.7	-1.3	-1.0
Construction	2.5	-6.8	2.1	2.5	2.3
Manufacturing - Durable Goods	-5.1	-4.9	1.7	-0.0	0.8
Manufacturing - Nondurable Goods	-5.1	-4.3	0.2	-1.2	-0.5
Service Providing Industries	0.5	-0.7	1.9	1.4	1.6
Wholesale Trade	0.0	-1.3	0.7	0.6	0.6
Retail Trade	1.1	-1.6	0.3	-0.5	-0.1
Transportation, Warehousing, Utilities	-1.5	-1.4	0.7	0.0	0.4
Information	-3.2	0.5	2.4	0.8	1.6
Financial Activities	1.7	-2.9	1.6	1.5	1.6
Professional and Business Services	-0.4	-1.8	2.6	2.2	2.4
Educational and Health Services	2.5	2.0	2.7	1.9	2.3
Leisure and Hospitality	1.8	0.4	2.4	1.6	2.0
Other Services	0.6	-1.1	0.6	0.4	0.5
Government	0.1	-0.2	0.3	0.8	0.6
<b>Total Nonfarm Payroll Employment</b>	<b>-0.2</b>	<b>-1.3</b>	<b>1.6</b>	<b>1.1</b>	<b>1.4</b>

<sup>1</sup> Employment data for 2010 included in this period are preliminary

Sources: California Employment Development Department; Moody's Economy.com; estimates by LAEDC

## Industry Employment Outlook

It is also important to identify those industry sectors which already have a presence in Los Angeles County and their relative strength (measured by level of employment). Growth rates may indicate areas of potential employment, but if a *robust* rate of growth is expected in a *small* industry, the absolute number of jobs that may be added can be small, while a *large* industry with a *slow* rate of growth may nevertheless add many jobs.

Employment levels by industry sector, as shown in Exhibit 4.<sup>1</sup>

Exhibit 3-4 Industrial Profile Forecast in Los Angeles County						
Industry Sector	2010		2015		2020	
	Employed (000)	% of total	Employed (000)	% of total	Employed (000)	% of total
Goods Producing Industries	483.0	12.8	514.4	12.6	519.2	12.0
Natural Resources and Mining	4.2	0.1	4.0	0.1	3.8	0.1
Construction	104.4	2.8	115.7	2.8	130.9	3.0
Manufacturing - Durable Goods	207.1	5.5	225.4	5.5	225.1	5.2
Manufacturing - Nondurable Goods	167.2	4.4	169.2	4.1	159.5	3.7
Service Providing Industries	2,711.0	71.9	2,980.3	73.0	3,187.1	73.8
Wholesale Trade	203.0	5.4	210.3	5.2	216.5	5.0
Retail Trade	385.4	10.2	399.8	9.7	400.2	9.3
Transportation, Warehousing, Utilities	150.4	4.0	156.5	3.8	162.7	3.8
Information	192.4	5.1	216.3	5.3	225.2	5.2
Financial Activities	209.3	5.6	226.7	5.6	244.7	5.7
Professional and Business Services	526.4	14.0	599.3	14.7	667.7	15.5
Educational and Health Services	523.0	13.9	596.9	14.6	657.2	15.2
Leisure and Hospitality	384.7	10.2	434.2	10.6	469.7	10.9
Other Services	136.4	3.6	140.3	3.4	143.2	3.3
Government	576.8	15.3	585.9	14.4	609.9	14.1
<b>Total Nonfarm Payroll</b>	<b>3,770.8</b>	<b>100.0</b>	<b>4,080.7</b>	<b>100.0</b>	<b>4,316.2</b>	<b>100.0</b>

Sources: California Employment Development Department; Moody's Economy.com; LAEDC

Private sector employment accounted for 84.7 percent of total nonfarm employment in 2010 and is forecast to rise to 85.5 percent in 2015 and 85.9 percent in 2020. Employment in goods-producing industries accounted for 12.8 percent of nonfarm employment in 2010. This share has been on the decline and is expected to fall to 12.6 percent by 2015 and 12.0 percent by 2020.

<sup>1</sup> The employment data are taken from the Quarterly Census of Employment and Wages conducted by the California Employment Development Department and the Bureau of Labor Statistics. These data do not include businesses without employees (such as self-proprietorships) or businesses that hire family members as employees and therefore are likely to understate actual employment.

## Largest Industries in Los Angeles County

Exhibit 5 shows the largest 25 industries in Los Angeles County in 2010 (measured by employment) along with their forecast employment levels for 2020. Local government tops the list with 445,500 employees in 2010, followed by the health care and social assistance with 410,720 employees, and the accommodation and food services with 316,800 employees.

Exhibit 3-5 Top 25 Industries in Los Angeles County by Employment (2010)				
Rank	NAICS Industry Sector	NAICS	Employment	
			2010	2020 (forecast)
1	Local Government	93	445,484	479,789
2	Health Care and Social Assistance	62	410,716	522,211
3	Accommodation and Food Services	72	316,782	389,895
4	Professional, Scientific and Technical Services	541	245,857	295,748
5	Administrative, Support, Waste Management	56	228,378	315,378
6	Transportation and Warehousing	48-49	138,463	150,101
7	Finance and Insurance	52	137,879	162,656
8	Motion Picture and Sound Recording Studios	512	121,989	155,751
9	Educational Services	611	112,238	135,033
10	Wholesalers: Durable Goods	423	93,484	94,135
11	Wholesalers: Nondurable Goods	424	88,617	94,833
12	Retail: Food and Beverage Stores	445	87,255	91,585
13	State Government	92	80,531	82,735
14	Real Estate, Rental and Leasing	53	71,434	82,027
15	Specialty Trade Contractors	238	68,117	83,103
16	Arts, Entertainment and Recreation	71	67,953	79,792
17	Retail: General Merchandise Stores	452	66,772	74,638
18	Religious, Civic and Professional Organizations	813	55,016	63,033
19	Management of Companies	551	52,151	56,578
20	Retail: Clothing Stores	448	50,796	57,853
21	Federal Government (Civilian)	91	50,764	47,401
22	Manufacturing: Computer and Electronic Prods	334	48,933	57,276
23	Manufacturing: Apparel	315	48,317	46,650
24	Manufacturing: Transportation Equipment	336	45,842	46,790
25	Personal and Laundry Services	812	45,430	46,737

Sources: California Employment Development Department; Moody's Economy.com; LAEDC

## Job Creation in Los Angeles County

The job creation potential of industries over the next decade is presented below. This is consequence of two factors: the size of the industry and its growth potential. A small industry growing quickly may add many jobs but may yet add fewer jobs than a large industry growing slowly.

Industries are ranked by projected job creation. Taken together, these twenty-five industries are expected to add more than 562,200 jobs during the forecast period.

Exhibit 3-6 Top 25 Industries in Los Angeles County by Projected Job Creation (2010 to 2020)				
Rank	NAICS Industry Sector	NAICS	Employment $\Delta$ 2010-20	% of all Job Growth
1	Health Care and Social Assistance	62	111,495	20.4
2	Administrative, Support, Waste Management	56	87,000	16.0
3	Accommodation and Food Services	72	73,113	13.4
4	Professional, Scientific and Technical Services	541	49,891	9.1
5	Local Government	93	34,305	6.3
6	Motion Picture and Sound Recording Industries	512	33,762	6.2
7	Finance and Insurance	52	24,780	4.5
8	Educational Services	611	22,795	4.2
9	Specialty Trade Contractors	238	14,987	2.7
10	Arts, Entertainment and Recreation	71	11,839	2.2
11	Transportation and Warehousing	48-49	11,638	2.1
12	Real Estate, Rental and Leasing	53	10,593	1.9
13	Manufacturing: Computer / Electronic Prods	334	8,343	1.6
14	Religious, Civic and Professional Orgs	813	8,017	1.5
15	Retail: General Merchandise Stores	452	7,866	1.4
16	Retail: Clothing Stores	448	7,057	1.3
17	Wholesale Electronic Markets	425	6,590	1.2
18	Manufacturing: Fabricated Metal Products	332	6,339	1.2
19	Construction of Buildings	236	6,323	1.2
20	Wholesalers: Nondurable Goods	424	6,216	1.1
21	Heavy and Civil Engineering	237	5,157	0.9
22	Management of Companies	551	4,427	0.8
23	Retail: Food and Beverage Stores	445	4,330	0.8
24	Other Information Services	519	3,889	0.7
25	Manufacturing: Leather and Allied Product	316	1,441	0.3
	<i>Sub-total of top 25 industries</i>		562,193	
	<b>All non-farm industries</b>		<b>545,435</b>	<b>100.0</b>

Sources: California Employment Development Department; Moody's Economy.com; LAEDC



## Industry Analysis

Industry Profile of Foothill WIB	28
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## Industry Profile of Foothill WIB

In 2010, there were 16,035 businesses in the Foothill WIB LWIA across a variety of industry sectors, providing 136,680 jobs. The health care industry, represented by the City of Hope and its related activity (such as surgery centers, ambulatory care, etc.) accounted for more than 16 percent of the jobs. Retail trade accounted for 13.4 percent of the total, and accommodation and food services jobs provided another 11.2 percent of the total. A description of the industries is provided in the Appendix.

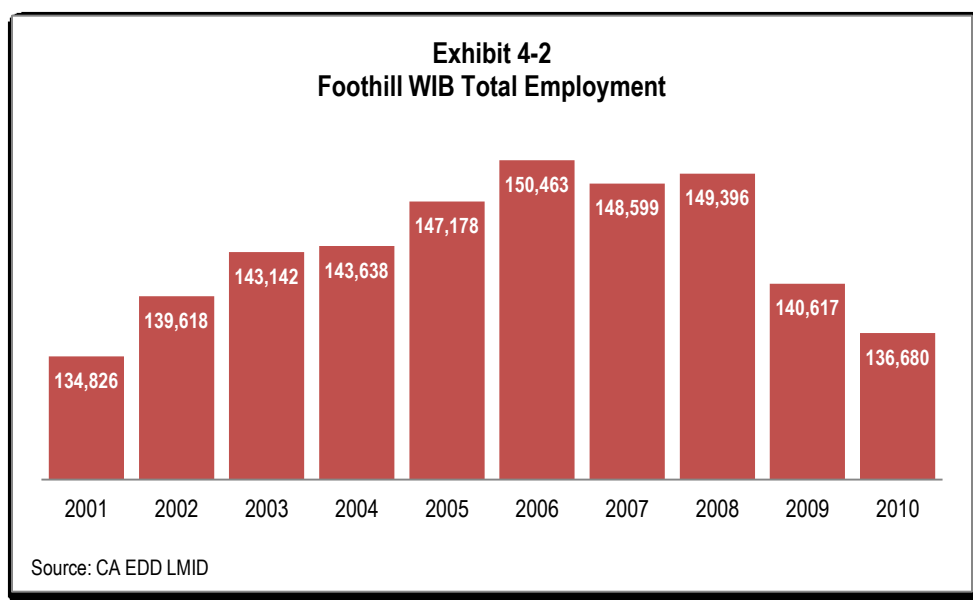
Exhibit 4-1 Businesses in Foothill WIB by Industry Sector (2010)			
Industry	Number of businesses	Employment	
		Number of jobs	% of total WIB
Agriculture, forestry, fishing and hunting	18	131	0.1
Mining	1	1	0.0
Utilities	9	248	0.2
Construction	502	3,428	2.5
Manufacturing	307	4,928	3.6
Wholesale trade	623	4,818	3.5
Retail trade	1,106	18,326	13.4
Transportation and warehousing	85	1,287	0.9
Information	223	3,510	2.6
Finance and insurance	691	10,598	7.8
Real estate and rental and leasing	507	2,199	1.6
Professional, scientific, and technical services	1,682	11,295	8.3
Management of companies and enterprises	55	2,727	2.0
Administrative support and waste mgmt and remediation	471	8,653	6.3
Educational services	180	4,898	3.6
Health care and social assistance	1,452	22,329	16.3
Arts, entertainment, and recreation	246	3,183	2.3
Accommodation and food services	765	15,340	11.2
Other services (except public administration)	6,434	9,984	7.3
Public administration	76	8,321	6.1
Unclassified	606	475	0.3
<b>Foothill WIB</b>	<b>16,035</b>	<b>136,680</b>	<b>100.0</b>
Los Angeles County	422,911	3,856,789	

Source: CA EDD, ES202



## Employment Growth in the Foothill WIB

Total employment across all industries within the Foothill WIB Local Workforce Investment Area from 2001 through 2010 is shown in Exhibit 4-2 below.



The lowest level of employment within the last decade was in 2001 with less than 135,000 jobs. The nation experienced an eight month recession from March through November of that year. An expansionary period can be seen beginning in 2002 through 2006, when employment reached almost 150,500 jobs. The most recent recession began in December of 2007 and lasted 18 months through June of 2009. The lower levels of employment visible in 2009 and 2010 are related to this slowdown in economic activity.

## Unemployment in the Foothill WIB

The Foothill WIB annual unemployment rate hovered between 3 and 4 percent until the recession. Since then it has risen, reaching a high of 8.8 percent in 2010, which is somewhat lower than the county rate of 12.6 percent.

The most recent monthly data reported for this measure, for September 2011, is 8.5 percent.

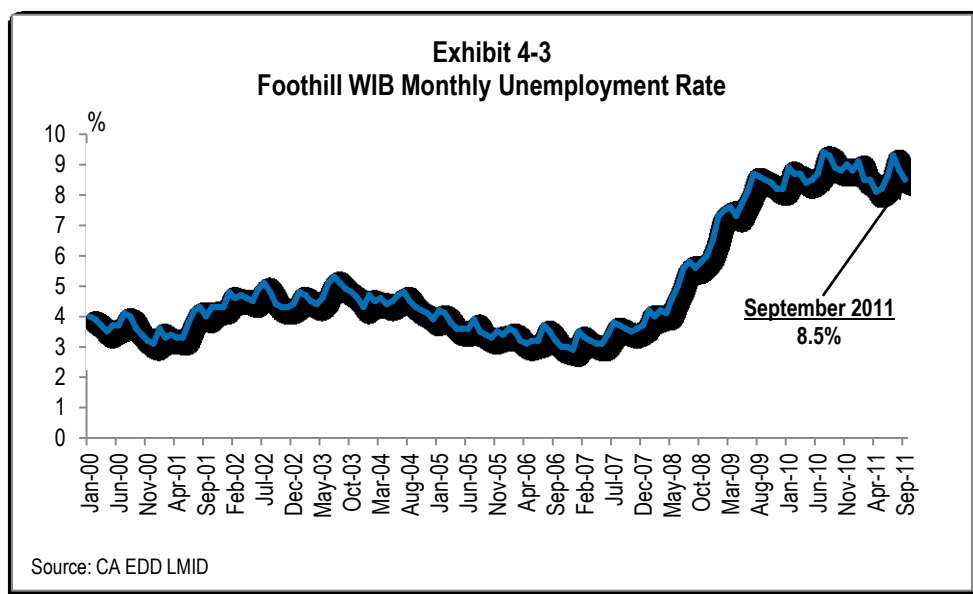
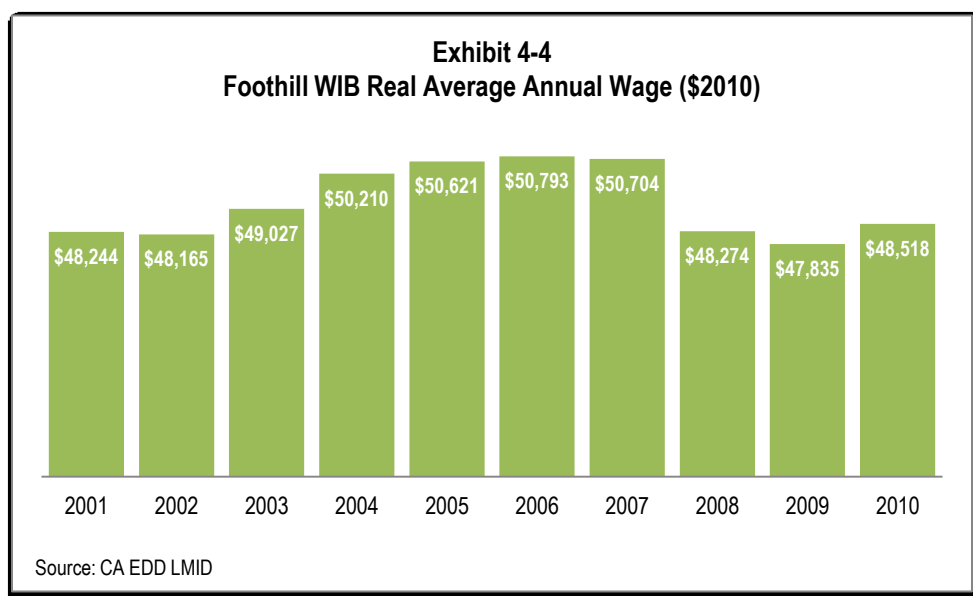


Exhibit A-4 in the Appendix presents unemployment rates for each city in the LWIA from 2000 to 2010.

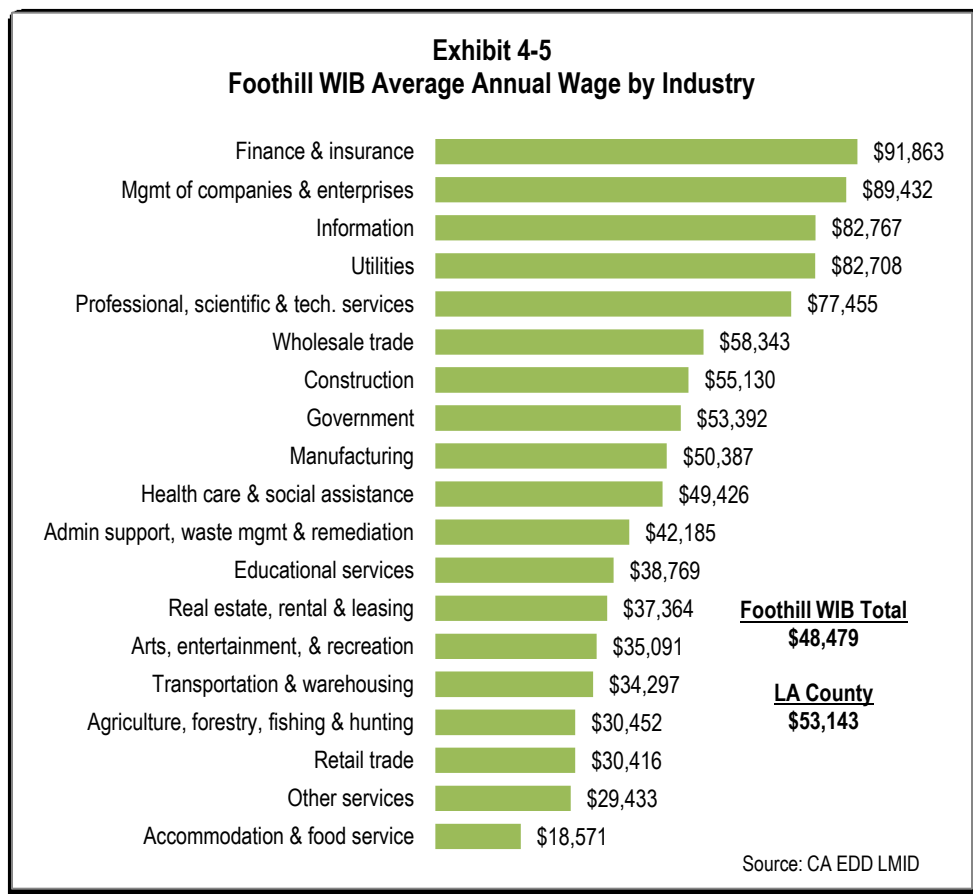
## Average Wages in the Foothill WIB

Exhibit 4-4 below shows the real annual wage for all industries from 2001 through 2010 (measured in 2010 dollars) for the Foothill WIB Local Workforce Investment Area. The real average annual wage rose only marginally during the period from 2001 to 2006, fluctuating between \$48,000 and \$51,000, and has declined since then. The wage in 2010, once adjusted for inflation, was only \$274 more than the average wage in 2001.



## Industry Wages in the Foothill WIB

Exhibit 4-5 below shows the average annual wage in 2010 the Foothill WIB by industry sector.



## Industry Profile of the Foothill WIB LWIA in Los Angeles County

Nonfarm payroll employment in the Foothill WIB LWIA accounted for 3.6 percent of employment in Los Angeles County. The industrial structure in the Foothill WIB LWIA is weighted somewhat more heavily towards service-providing industries, which accounted for 87.8 percent of the nonfarm employment in the Foothill WIB LWIA compared to 71.9 percent in the county as a whole.

Exhibit 4-6 Industrial Profile of Los Angeles County and the Foothill WIB LWIA (2010)					
Industry Sector	Los Angeles County		Foothill WIB LWIA		WIB LWIA as % of LAC
	Employed	% of total	Employed	% of total	
Goods Producing Industries	482,978	12.8	8,375	6.1	0.2
Natural Resources and Mining	4,202	0.1	1	0.0	0.0
Construction	104,411	2.8	3,435	2.5	3.3
Manufacturing - Durable Goods	207,130	5.5	693	0.8	0.3
Manufacturing - Nondurable Goods	167,236	4.4	4,246	3.1	2.5
Service Providing Industries	2,711,026	71.9	120,128	87.8	4.4
Wholesale Trade	203,028	5.4	4,828	3.5	2.4
Retail Trade	385,407	10.2	18,365	13.4	4.8
Transportation, Warehousing, Utilities	150,420	4.0	1,539	1.1	1.0
Information	192,399	5.1	3,518	2.6	1.8
Financial Activities	209,310	5.6	12,825	9.4	6.1
Professional and Business Services	526,386	14.0	22,724	16.6	4.3
Educational and Health Services	522,954	13.9	27,285	19.9	5.2
Leisure and Hospitality	384,735	10.2	18,563	13.6	4.8
Other Services	136,387	3.6	10,005	7.3	7.3
Government	576,779	15.3	8,339	6.1	1.4
<b>Total Nonfarm Payroll Employment</b>	<b>3,770,783</b>	<b>100.0</b>	<b>136,842</b>	<b>100.0</b>	<b>3.6</b>

Sources: California Employment Development Department; LAEDC

Industry sectors which are more strongly represented in the WIB LWIA include retail trade, financial activities, professional and business services, educational and health services, and leisure and hospitality.

## Largest Industries in the Foothill WIB LWIA

Exhibit 4-7 shows the largest 10 industries in the WIB LWIA in 2010 as measured by employment. In this exhibit and others below, we focus on the private sector.

Exhibit 4-7 Top 10 Industries in the Foothill WIB by Employment (2010)				
Rank	NAICS Industry Sector	NAICS	Employment	
			2010	Percent of total
1	Food Services and Drinking Places	722	13,617	10.0
2	Professional and Technical Services	541	11,319	8.3
3	Ambulatory Health Care Services	621	8,859	6.5
4	Administrative and Support Services	561	8,601	6.3
5	Local Government	933	7,791	5.7
6	Credit Intermediation and Related Activities	522	6,202	4.5
7	Hospitals	622	5,565	4.1
8	Educational Services	611	4,908	3.6
9	Nursing and Residential Care Facilities	623	4,580	3.4
10	Retail: Food and Beverage Stores	445	3,452	2.5

Sources: California Employment Development Department; LAEDC

The food services and drinking places industry tops the list with 13,617 employees in the Foothill WIB LWIA in 2010, followed by professional and technical services with 11,319 and ambulatory health care services with 8,859.

## Job Creation in the Foothill WIB LWIA

Exhibit 4-8 shows the top 12 industries in the Foothill WIB LWIA by actual job creation over the nine year period from 2001 to 2010. The exhibit also shows the employment level in 2010 and the average annual growth rate in the WIB LWIA for each industry.

Exhibit 4-8 Top 12 Industries in Foothill WIB LWIA by Job Creation (2001 to 2010)					
Rank	NAICS Industry Sector	NAICS	Jobs Created 2001 to 2010	Employment in 2010	Ave Annual % Change
1	Ambulatory Health Care Services	621	302	1,180	3.3
2	Professional and Technical Services	541	262	1,682	1.9
3	Food Services and Drinking Places	722	114	714	2.0
4	Real Estate	531	79	460	2.1
5	Administrative and Support Services	561	77	461	2.1
6	Educational Services	611	66	180	5.2
7	Retail: Clothing and Accessories	448	56	219	3.3
8	Wholesalers: Nondurable Goods	424	49	231	2.7
9	Performing Arts and Spectator Sports	711	42	178	3.0
10	Personal and Laundry Services	812	40	297	1.6
11	Credit Intermediation and Related Activities	522	39	244	2.0
12	Social Assistance	624	38	167	2.9

Sources: California Employment Development Department; LAEDC

The industry which recorded the largest number of jobs gained from 2001 to 2008 was ambulatory health care services, adding more than 302 jobs between 2001 and 2010. The second largest job creation occurred in professional and technical services, adding 262 jobs.

## Target Industries

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Given the data presented, we focus on industries that are most likely to be promising targets for job retention activities, including both export-oriented and population-serving industries. These industries are listed in Exhibit 4-9, and are individually described on the following pages.

Exhibit 4-9 Identified Target Industries	
NAICS Industry Sector	NAICS
Professional and Technical Services	541
Ambulatory Health Care Services	621
Hospitals	622
Nursing and Residential Care Facilities	623
Social Assistance	624
Credit Intermediation	522
Wholesalers: Durable Goods	423
Wholesalers: Nondurable Goods	424
Electronic Markets and Agents and Brokers	425
Warehousing and Storage	493
Heavy and Civil Engineering Construction	237
Specialty Trade Contractors	238

Source: LAEDC



### ***Professional, Scientific and Technical Services***

This industry includes establishments which specialize in performing professional, scientific and technical activities for others. These activities typically require a high degree of expertise and training. Included are activities such as legal services, architectural, engineering, interior and industrial design, computer design and programming, management consulting, advertising, market research and environmental consulting.

- Not only is this a large industry with good growth potential, it also employs a wide variety of relatively high-wage occupations, many of which require a community college degree or technical training, and which provide the opportunity for career advancement through the development of specialized expertise gained with on-the-job experience.

### ***Health Care (Ambulatory Health Care, Hospitals and Nursing and Residential Care) and Social Assistance***

This is a large and growing industry sector which includes establishments providing health care, including: ambulatory health care services such as doctors' offices, dentistry practices, medical laboratories and home health care services; hospitals; and nursing and residential care facilities. Social assistance services include individual and family services, community food and housing services, vocational rehabilitations services and child day care services.

- These are large industries with high growth potential given the ongoing demographic shift and the advancement of medical technology. Many of the occupations employed in these industries can be filled with community college education or technical training, and will provide the opportunity for career advancement through on-the-job experience.

### ***Wholesaling (Durable Goods, Nondurable Goods and Electronic Markets) and Warehousing and Storage***

Firms engaged in wholesale trade sell merchandise to other businesses and normally operate from a warehouse or office, which typically has little or no display of merchandise. Electronic markets are those in which firms arrange transactions that facilitate wholesale trade using the internet or other electronic means. Warehousing and storage firms provide facilities to store goods and may offer logistics services such as labeling, packaging and ticketing, but do not sell the goods they handle.

- We include these industries because they show promise during the forecast period, with consumer demand expected to improve and with expected growth in electronic markets. Additionally, wholesaling is a large industry, and occupations in wholesaling do not require specialized skills, making it a potential target for challenged job entrants.
- However, projected growth in these industries is dependent on continued investment in trade infrastructure in the Los Angeles region, since competition from other water-borne trade entry points is expected to intensify in the next decade.

### ***Construction (Heavy and Civil Engineering and Specialty Trades)***

Industries in this sector include establishments involved in the construction of infrastructure projects such as highways and utility systems, and firms providing specific components of construction projects such as masonry, plumbing and electrical work.

- This large industry will experience a relatively strong recovery after the devastating declines in 2008 and 2009. Federal stimulus funds used in construction of many infrastructure projects will employ thousands of workers in highway, transit, infrastructure, water and other projects. Additionally, federal, state and local mandates regarding energy efficiency and greening of existing buildings have the potential to drive employment in retrofitting and efficiency implementations.
- As with some manufacturing industries, the aging of skilled craftsmen in specialty trades may provide opportunities for apprenticeships and new entrants.
- We note, however, that the recent employment declines in these industries have left a large pool of unemployed but skilled workers that will be available to fill early job openings.

### ***Administrative and Support Services***

Establishments in this industry are engaged in activities which support the day-to-day operations of other organizations, such as management, personnel administration, clerical activities and cleaning activities. Activities include: billing and recordkeeping; personnel; travel agents; facilities support; temporary help; telephone call centers; collection agencies; and court reporting.

- The recent trend has been to contract with or purchase services from businesses that specialize in such administrative and support activities, rather than conducting them in-house. This industry will continue to experience robust growth.
- There are a wide variety of occupations in this industry which can be filled with community college degrees or technical training, and which can provide opportunities for career advancement through on-the-job experience.

### ***Credit Intermediation***

This industry is composed of establishments which specialize in monetary activities such as the lending of funds and the extending of credit. These activities typically require a moderate degree of expertise and training.

- Not only is this a large industry with good growth potential, it also employs a wide variety of relatively high-wage occupations, many of which require moderate on-the-job training or a bachelor's degree and which provide opportunity for career advancement through the development of specialized expertise gained with on-the-job experience.

### ***Educational Services***

This industry is composed of privately-held establishments involved in providing a wide variety of instruction and training, including schooling services for K-12, colleges and universities, business and secretarial schools, computer training, professional and management training, language schools, and technical and trade schools.

- Increasing pressure on state and local budgets will limit enrolment in publicly-provided educational institutions, creating demand for these services in the private sector.
- We caution, however, that unfolding investigations into the public funding of private colleges may dampen this sector in the near term.

### ***Repair and Maintenance***

This subsector includes industries which restore machinery, equipment and other products to working order. Included are activities such as automotive repair and maintenance, electronic and precision equipment repair and maintenance, and commercial and industrial machinery and equipment repair and maintenance.

- This industry is not included in any export-oriented or population-serving industry cluster. We anticipate that retrofitting of vehicles and equipment to comply with new environmental regulations and mandates will generate new opportunities in the sub-industries of this subsector. Additionally, occupations in repair and maintenance do not require specialized skills, making it a potential target for challenged job entrants.

## Large Employers

The Foothill WIB has over 16,000 business located in its Local Workforce Investment Area across varying industries. These operations vary in their size of employment as well, from small operations with one to four employees to those with over 5,000 employees. Exhibit 4-10 below shows the companies whose employment is reported as 1,000 employees or more for the entire WIB area. The information, accessible through the California Employment Development, is self reported and collected by Info USA.

Exhibit 4-10 Large Employers in the Foothill WIB				
Company	City	NAICS	Industry Description	Employee Range
Jet Propulsion Laboratory	Pasadena	5417	Research and Development in Biotechnology	5,000-9,999
US Post Office	Pasadena	4911	Postal Service	1,000-4,999
OneWest Bank	Pasadena	5221	Commercial Banking	1,000-4,999
Parsons Corp	Pasadena	5413	Architectural Services	1,000-4,999
Los Angeles Turf Club	Arcadia	5416	Marketing Consulting Services	1,000-4,999
California Institute of Technology	Pasadena	6113	Colleges and Universities	1,000-4,999
Huntington Memorial Hospital Dispensary	Pasadena	6211	Offices of physicians, except mental health	1,000-4,999
City of Hope Cancer Center	Duarte	6223	Other Hospitals	1,000-4,999
Santa Anita Park	Arcadia	7139	Fitness and Recreational Sports Centers	1,000-4,999
Cal CIMA	South Pasadena	8139	Business Associations	1,000-4,999
City of Pasadena/City Hall	Pasadena	9211	Executive Offices	1,000-4,999
Pasadena Human Svc Commission	Pasadena	9231	Other human resource programs administration	1,000-4,999

Source: CA EDD LMID, Info USA

The a listing of some of the largest employers for each city located within the Foothill WIB Local Workforce Investment Area are shown in Exhibit 4-11 below.

Exhibit 4-11 Foothill WIB Large Employers by City			
Company	NAICS	Industry Description	Employee range
<b>Arcadia</b>			
Los Angeles Turf Club Inc.	5416	Marketing Consulting Services	1,000-4,999
Santa Anita Park	7139	Fitness and Recreational Sports Centers	1,000-4,999
MV Transportation Inc	4859	All other ground passenger transportation	500-999
IRN Realty Inc	5312	Offices of real estate agents and brokers	500-999
Rusnak Auto Group	8111	General Automotive Repair	500-999
<b>Duarte</b>			
City of Hope Cancer Center	6223	Other Hospitals	1,000-4,999
GE Aviation	4412	All Other Motor Vehicle Dealers	250-499
Penske Truck Rental	5321	Truck, trailer, and RV rental and leasing	250-499
We Pack It All	5619	Packaging and Labeling Services	250-499
Santa Teresita Pain Clinic	6215	Medical Laboratories	250-499
<b>Monrovia</b>			
Decore-ative Specialties Inc	2383	Finish Carpentry Contractors	500-999
3M Unitek	4234	Medical Equipment Merchant Wholesalers	500-999
Ducommun Aero-Structures	3364	Other Aircraft Parts and Equipment	250-499
MIYACHI Unitek Corp	3391	Surgical and medical instrument manufacturing	250-499
Home Depot	4441	Home Centers	250-499
Worley Parsons	5413	Engineering Services	250-499
Muscolino Inventory Service Inc.	5619	All Other Support Services	250-499
<b>Pasadena</b>			
Jet Propulsion Laboratory	5417	Research and Development in Biotechnology	5,000-9,999
US Post Office	4911	Postal Service	1,000-4,999
OneWest Bank	5221	Commercial Banking	1,000-4,999
Parsons Corp.	5413	Architectural Services	1,000-4,999
California Institute of Technology	6113	Colleges and Universities	1,000-4,999
Huntington Memorial Hospital Dispensary	6211	Offices of physicians, except mental health	1,000-4,999
City of Pasadena/City Hall	9211	Executive Offices	1,000-4,999
Pasadena Human Svc Commission	9231	Other human resource programs administration	1,000-4,999
Rusnak Auto Group	4411	New Car Dealers	500-999
WESCOM Credit Union	5221	Credit Unions	500-999
Boswell Properties Inc.	5312	Offices of real estate agents and brokers	500-999
<b>Sierra Madre</b>			
George Brazil Service	2382	Plumbing and HVAC Contractors	100-249
Sierra Madre Elementary School	6111	Elementary and Secondary Schools	50-99
Sierra Madre Swimming Pool	7139	Fitness and Recreational Sports Centers	50-99
Sierra Madre Fire Dept	9221	Fire Protection	50-99

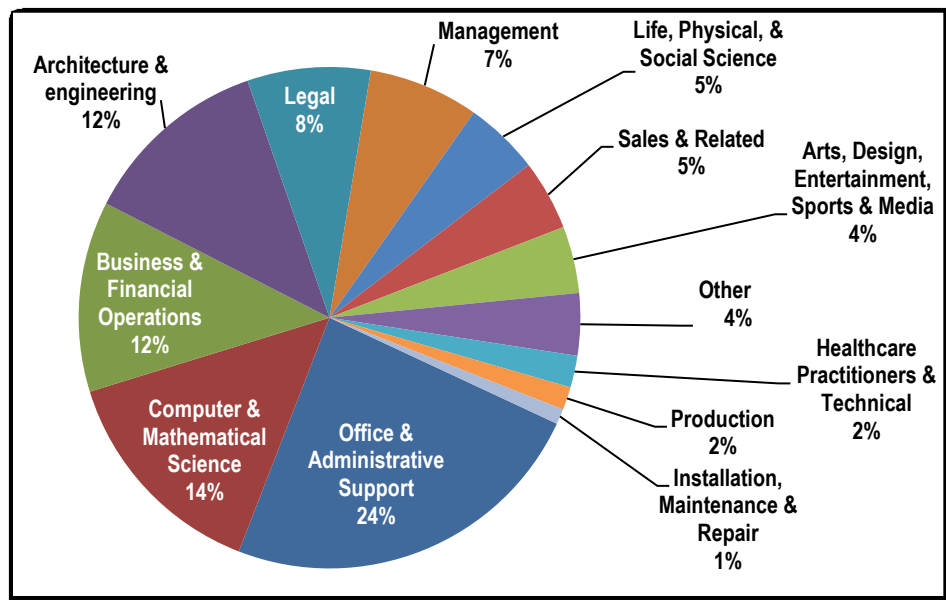
Exhibit 4-11 (continued)			
Company	NAICS	Industry Description	Employee range
<b>South Pasadena</b>			
Cal CIMA	8139	Business Associations	1,000-4,999
Bristol Farms	4451	Supermarkets and Other Grocery Stores	100-249
Tyler Trafficante Inc.	4481	Clothing Accessories Stores	100-249
WNC Insurance Service Inc.	5242	Insurance Agencies and Brokerages	100-249
Collins, Collins, Muir, Stewart LLP	5411	Offices of Lawyers	100-249
South Pasadena High School	6111	Elementary and Secondary Schools	100-249
Institute for the Redesign	6112	Junior Colleges	100-249
South Pasadena Convalescent	6231	Nursing Care Facilities	100-249

Source: CA EDD LMID, Info USA

## Occupational Analysis

Professional, Scientific and Technical Services	44
Ambulatory Health Care Services	45
Hospitals	46
Nursing and Residential Care Facilities	47
Social Assistance	48
Durable Goods Wholesaling	49
Nondurable Goods Wholesaling	50
Wholesale Electronic Markets	51
Heavy and Civil Engineering Construction	52
Specialty Trade Contractors	53
Administrative and Support Services	54
Credit Intermediation and Related Services	55
Educational Services	56
Repair and Maintenance	57
Occupations in Los Angeles County	58

## Professional, Scientific and Technical Services



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Office and administrative support:

43-1011	First-line supervisors/managers
43-3031	Bookkeeping, accounting, and auditing clerks
43-4051	Customer service representatives
43-4171	Receptionists and information clerks
43-6011	Executive secretaries / administrative assistants
43-6012	Legal secretaries
43-6014	Secretaries, except legal, medical, and executive
43-9061	Office clerks, general

#### Computer and mathematical science occupations:

15-1131	Computer programmers
15-1132	Computer software engineers, applications
15-1133	Computer software engineers, systems software
15-1150	Computer support specialists
15-1121	Computer systems analysts
15-1179	Network and computer systems administrators

#### Business and financial operations:

13-1111	Management analysts
13-1199	Business operations specialists, all other
13-2011	Accountants and auditors

#### Architecture and engineering occupations

17-1011	Architects, except landscape and naval
17-2051	Civil engineers
17-3011	Architectural and civil drafters

#### Legal occupations

23-1011	Lawyers
23-2011	Paralegals and legal assistants

### Education/Training

Work Experience	\$ 57,816
Moderate-Term On-the-Job Training	39,134
Moderate-Term On-the-Job Training	37,461
Short-Term On-the-Job Training	28,606
Moderate-Term On-the-Job Training	50,227
Post-Secondary Vocational Education	51,117
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,968

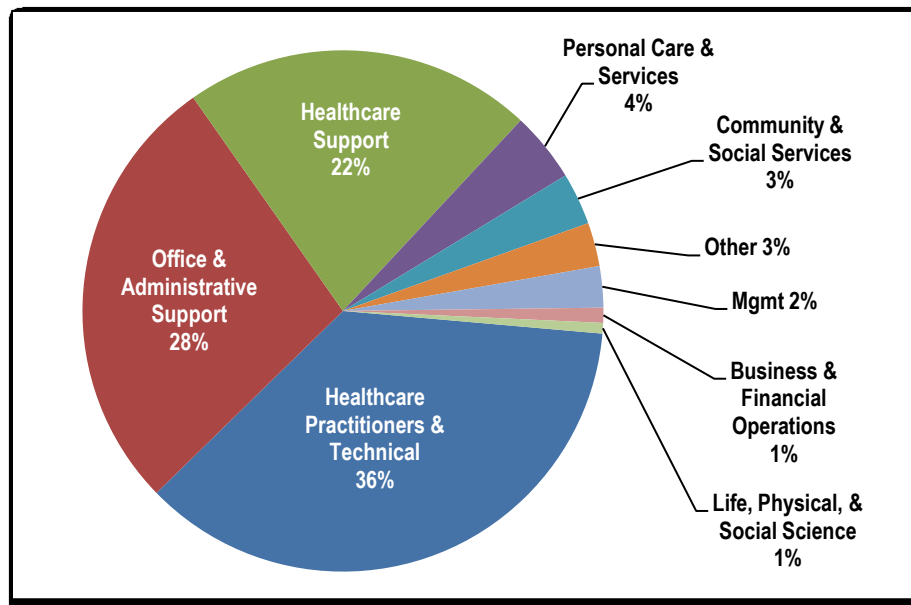
Bachelor's Degree	\$ 83,008
Bachelor's Degree	91,593
Bachelor's Degree	105,039
Associate Degree	51,439
Bachelor's Degree	86,011
Bachelor's Degree	81,730

Work Experience, plus Degree	\$ 90,786
Bachelor's Degree	71,233
Bachelor's Degree	72,915
Bachelor's Degree	\$ 98,900
Bachelor's Degree	92,059
Post-Secondary Vocational Education	54,349

First Professional Degree	\$ 167,744
Associate Degree	61,718



## Ambulatory Health Care Services



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Healthcare practitioners and technical occupations:

29-1021	Dentists, general
29-1062	Family and general practitioners
29-1111	Registered nurses
29-1123	Physical therapists
29-2012	Medical and clinical laboratory technicians
29-2021	Dental hygienists
29-2037	Radiologic technologists and technicians
29-2041	Emergency medical technicians / paramedics
29-2061	Licensed practical / licensed vocational nurses
29-2071	Medical records / health information technicians

#### Office and administrative support occupations:

43-1011	First-line supervisors/managers
43-3021	Billing / posting clerks / machine operators
43-3031	Bookkeeping, accounting, and auditing clerks
43-4171	Receptionists and information clerks
43-6011	Executive secretaries / administrative assistants
43-6013	Medical secretaries
43-6014	Secretaries, except legal, medical, executive
43-9061	Office clerks, general

#### Healthcare support occupations:

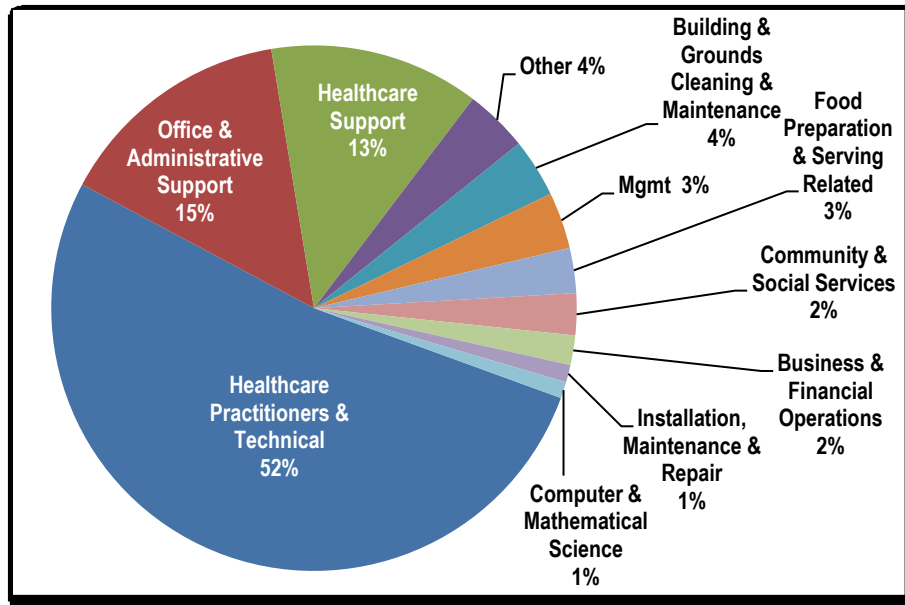
31-1011	Home health aides
31-1012	Nursing aides, orderlies, and attendants
31-9091	Dental assistants
31-9092	Medical assistants

### Education/Training

### Median Annual Earnings

First Professional Degree	\$ 137,596
First Professional Degree	164,736
Associates Degree	83,762
Master's Degree	85,788
Associate Degree	39,352
Associate Degree	86,874
Associate Degree	62,381
Post-Secondary Vocational Education	31,202
Post-Secondary Vocational Education	49,003
Associates Degree	39,734
Work Experience	\$ 57,816
Moderate-Term On-the-Job Training	35,716
Moderate-Term On-the-Job Training	39,134
Short-Term On-the-Job Training	28,606
Moderate-Term On-the-Job Training	50,227
Post-Secondary Vocational Education	32,617
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,968
Short-Term On-the-Job Training	\$ 22,841
Short-Term On-the-Job Training	25,856
Moderate-Term On-the-Job Training	31,626
Moderate-Term On-the-Job Training	30,836

## Hospitals



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Healthcare practitioners and technical occupations:

29-1051	Pharmacists
29-1069	Physicians & surgeons, all other
29-1111	Registered nurses
29-1123	Physical therapists
29-1126	Respiratory therapists
29-2011	Medical & clinical laboratory technologists
29-2012	Medical & clinical laboratory technicians
29-2037	Radiologic technologists & technicians
29-2052	Pharmacy technicians
29-2055	Surgical technologists
29-2061	Licensed practical & licensed vocational nurses
29-2071	Medical records & health information technicians

#### Office and administrative support occupations:

43-4111	Interviewers, except eligibility and loan
43-6013	Medical secretaries
43-6014	Secretaries, except legal, medical, and executive
43-9061	Office clerks, general

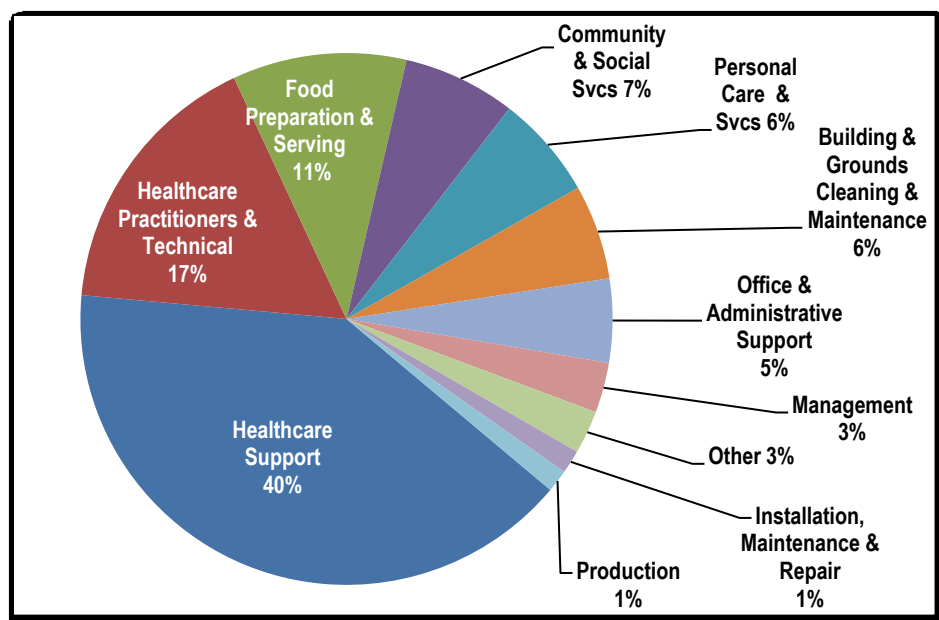
#### Healthcare support occupations:

31-1012	Nursing aides, orderlies, and attendants
31-9092	Medical assistants

### Education/Training

First Professional Degree	\$ 105,422
First Professional Degree	186,269
Associates Degree	83,762
Master's Degree	85,788
Associates Degree	66,761
Bachelor's Degree	74,517
Associate Degree	39,352
Associate Degree	62,381
Moderate-Term On-the-Job Training	37,040
Post-Secondary Vocational Education	45,975
Post-Secondary Vocational Education	49,003
Associate Degree	39,734
Short-Term On-the-Job Training	\$ 35,525
Post-Secondary Vocational Education	32,617
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,958
Short-Term On-the-Job Training	\$ 22,841
Moderate-Term On-the-Job Training	30,836

## Nursing and Residential Care Facilities



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Healthcare support occupations

- 31-1011 Home health aides
- 31-1012 Nursing aides, orderlies, & attendants

#### Healthcare practitioners and technical occupations

- 29-1111 Registered nurses
- 29-2061 Licensed practical & licensed vocational nurses

#### Food preparation and serving related occupations

- 35-2012 Cooks, institution & cafeteria
- 35-2021 Food preparation workers
- 35-3021 Combined food preparation & serving workers, including fast food
- 35-3041 Food servers, nonrestaurant

#### Community and social services occupations

- 21-1093 Social & human service assistants

#### Personal care and service occupations

- 39-9011 Child care workers
- 39-9032 Recreation workers

#### Building and grounds cleaning and maintenance occupations

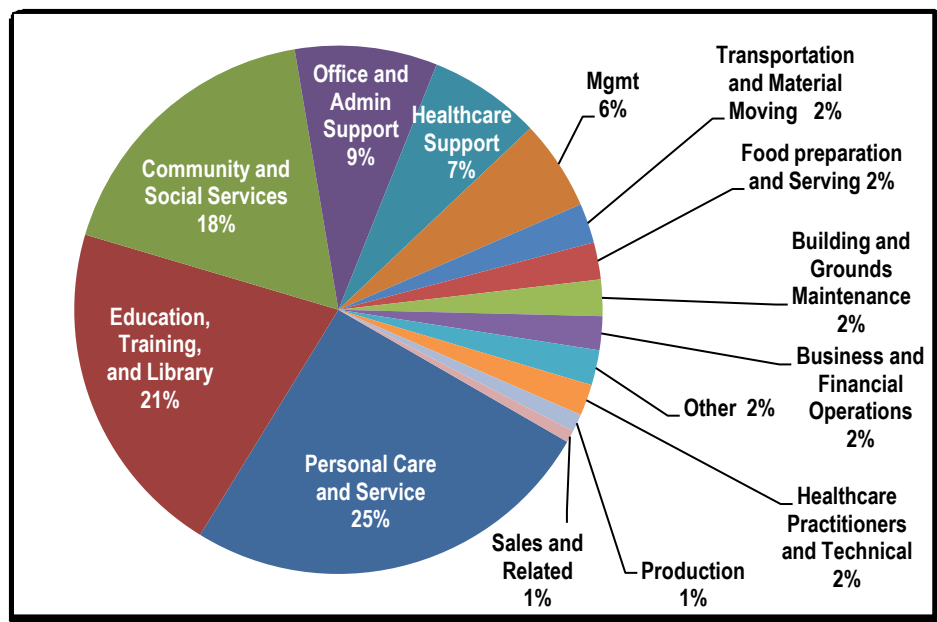
- 37-2011 Janitors & cleaners, except maids & housekeeping cleaners
- 37-2012 Maids & housekeeping cleaners

### Education/Training

### Median Annual Earnings

Short-Term On-the-Job Training	\$ 22,841
Moderate-Term On-the-Job Training	25,856
Associates Degree	\$ 83,762
Post-Secondary Vocational Education	49,003
Moderate-Term On-the-Job Training	\$ 27,824
Short-Term On-the-Job Training	20,683
Short-Term On-the-Job Training	20,166
Short-Term On-the-Job Training	23,551
Moderate-Term On-the-Job Training	\$ 35,485
Short-Term On-the-Job Training	\$ 21,734
Bachelor's Degree	25,574
Short-Term On-the-Job Training	\$ 26,308
Short-Term On-the-Job Training	23,505

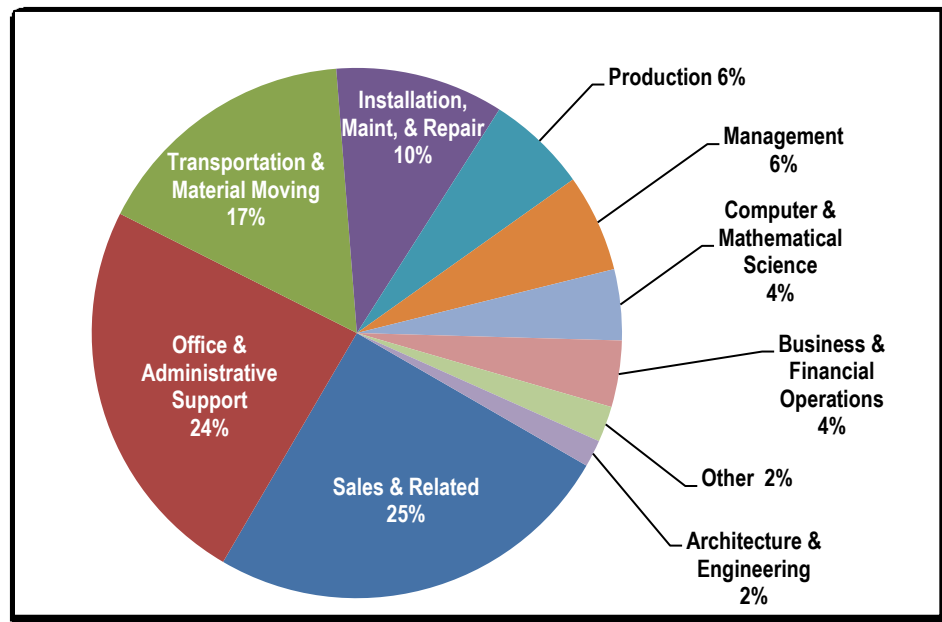
## Social Assistance



Sources: CA EDD; BLS; LAEDC

Detailed Occupations		Education/Training	Median Annual Earnings
<b>Personal care and service occupations:</b>			
39-9011	Child care workers	Short-Term On-the-Job Training	\$ 23,585
39-9021	Personal and home care aides	Short-Term On-the-Job Training	21,734
39-9032	Recreation workers	Bachelor's Degree	25,574
<b>Education, training, and library occupations:</b>			
25-2011	Preschool teachers, except special education	Post-Secondary Vocational Education	\$ 31,738
25-9041	Teacher assistants	Short-Term On-the-Job Training	31,725
<b>Community and social services occupations:</b>			
21-1012	Educational, vocational, and school counselors	Master's Degree	\$ 67,572
21-1015	Rehabilitation counselors	Master's Degree	36,376
21-1021	Child, family, and school social workers	Bachelor's Degree	52,603
21-1023	Mental health and substance abuse social workers	Master's Degree	47,548
21-1093	Social and human service assistants	Moderate-Term On-the-Job Training	35,485
21-1099	Community and social service specialists, all other	Bachelor's Degree	41,600
<b>Office and administrative support occupations:</b>			
43-3031	Bookkeeping, accounting, and auditing clerks	Moderate-Term On-the-Job Training	\$ 39,134
43-6011	Executive secretaries and administrative assistants	Moderate-Term On-the-Job Training	50,227
43-6014	Secretaries, except legal, medical, and executive	Moderate-Term On-the-Job Training	36,624
43-9061	Office clerks, general	Short-Term On-the-Job Training	30,968

## Durable Goods Wholesaling



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Sales and related occupations:

41-1012	First-line supervisors/managers
41-2022	Parts salespersons
41-4011	Sales representatives, wholesale & manufacturing, technical & scientific products
41-4012	Sales representatives, other

#### Office and administrative support occupations:

43-1011	First-line supervisors/managers
43-3031	Bookkeeping, accounting, & auditing clerks
43-4051	Customer service representatives
43-4151	Order clerks
43-5071	Shipping, receiving, & traffic clerks
43-5081	Stock clerks & order fillers
43-6011	Executive secretaries / administrative assistants
43-6014	Secretaries, except legal, medical, & executive
43-9061	Office clerks, general

#### Transportation and material moving occupations:

53-3032	Truck drivers, heavy & tractor-trailer
53-3033	Truck drivers, light or delivery services
53-7051	Industrial truck & tractor operators
53-7062	Laborers & freight, stock, & material movers

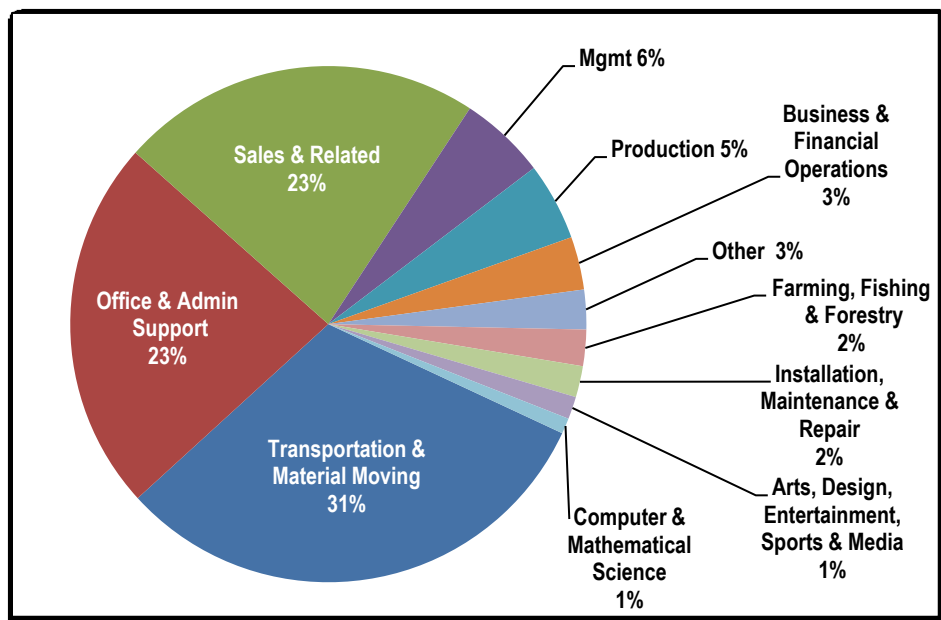
#### Installation, maintenance and repair occupations:

49-2011	Computer & office machine repairers
49-3031	Bus, truck & diesel engine mechanics
49-3042	Mobile heavy equipment mechanics

### Education/Training

Work Experience	\$ 74,446
Moderate-Term On-the-Job Training	34,058
Moderate-Term On-the-Job Training	81,990
Moderate-Term On-the-Job Training	64,130
Work Experience	\$ 57,816
Moderate-Term On-the-Job Training	39,134
Moderate-Term On-the-Job Training	43,125
Short-Term On-the-Job Training	37,461
Short-Term On-the-Job Training	29,769
Short-Term On-the-Job Training	25,139
Moderate-Term On-the-Job Training	50,227
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,968
Moderate-Term On-the-Job Training	\$ 40,890
Short-Term On-the-Job Training	33,441
Short-Term On-the-Job Training	39,001
Short-Term On-the-Job Training	25,961
Post-Secondary Vocational Education	\$ 43,675
Post-Secondary Vocational Education	51,807
Post-Secondary Vocational Education	62,474

## Nondurable Goods Wholesaling



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Transportation and material moving occupations:

53-3031	Driver/sales workers
53-3032	Truck drivers, heavy & tractor-trailer
53-3033	Truck drivers, light or delivery services
53-7051	Industrial truck & tractor operators
53-7062	Laborers & freight, stock, & material movers
53-7064	Packers & packagers

#### Office and administrative support occupations:

43-1011	First-line supervisors/managers
43-3031	Bookkeeping, accounting, & auditing clerks
43-4051	Customer service representatives
43-4151	Order clerks
43-5071	Shipping, receiving, & traffic clerks
43-5081	Stock clerks & order fillers
43-6014	Secretaries, except legal, medical, & executive
43-9061	Office clerks, general

#### Sales and related occupations:

41-1012	First-line supervisors/managers
41-2031	Retail salespersons
41-4011	Sales representatives, wholesale & manufacturing, technical & scientific products
41-4012	Sales representatives, other

#### Management occupations:

11-2022	Sales managers
11-1021	General & operations managers

### Education/Training

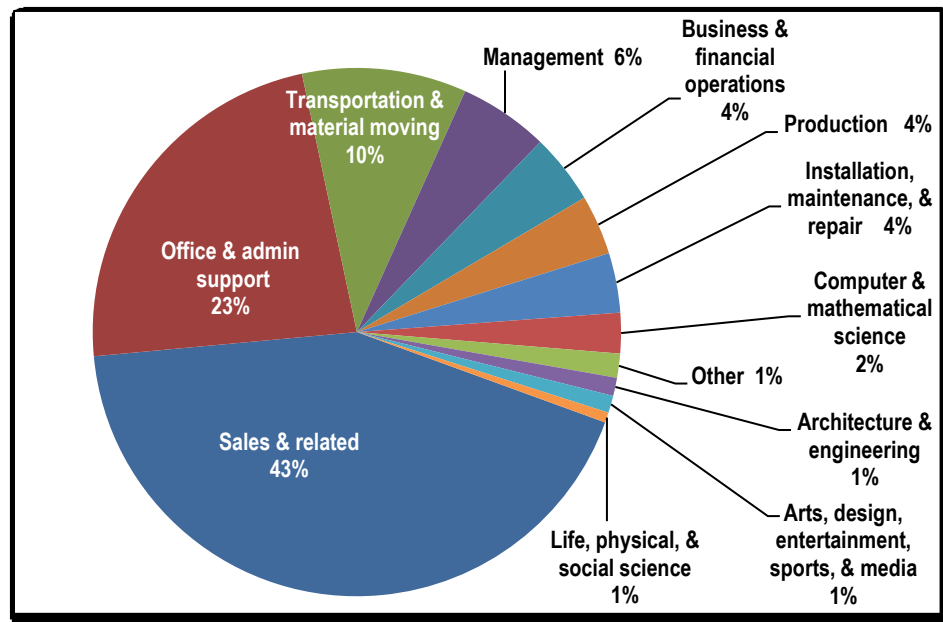
Short-Term On-the-Job Training	\$ 27,305
Moderate-Term On-the-Job Training	40,890
Short-Term On-the-Job Training	33,441
Short-Term On-the-Job Training	39,001
Short-Term On-the-Job Training	25,961
Short-Term On-the-Job Training	21,077

Work Experience	\$ 57,816
Moderate-Term On-the-Job Training	39,134
Moderate-Term On-the-Job Training	37,461
Short-Term On-the-Job Training	31,280
Short-Term On-the-Job Training	29,769
Short-Term On-the-Job Training	25,139
Moderate-Term On-the-Job Training	36,625
Short-Term On-the-Job Training	30,968

Work Experience	\$ 74,446
Short-Term On-the-Job Training	25,723
Moderate-Term On-the-Job Training	81,990
Moderate-Term On-the-Job Training	64,130

Work Experience, Plus Bachelor's	\$ 123,436
Work Experience, Plus Bachelor's	132,282

## Wholesale Electronic Markets



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Sales and related occupations:

41-1012	First-line supervisors/managers
41-2031	Retail salespersons
41-4011	Sales representatives, wholesale & manufacturing, technical & scientific products
41-4012	Sales representatives, other

#### Office and administrative support occupations:

43-1011	First-line supervisors/managers
43-3031	Bookkeeping, accounting, & auditing clerks
43-4051	Customer service representatives
43-4151	Order clerks
43-5071	Shipping, receiving, & traffic clerks
43-5081	Stock clerks & order fillers
43-6011	Executive secretaries & administrative assistants
43-6014	Secretaries, except legal, medical, & executive
43-9061	Office clerks, general

#### Transportation and material moving occupations:

53-3032	Truck drivers, heavy & tractor-trailer
53-3033	Truck drivers, light or delivery services
53-7062	Laborers & freight, stock, & material movers

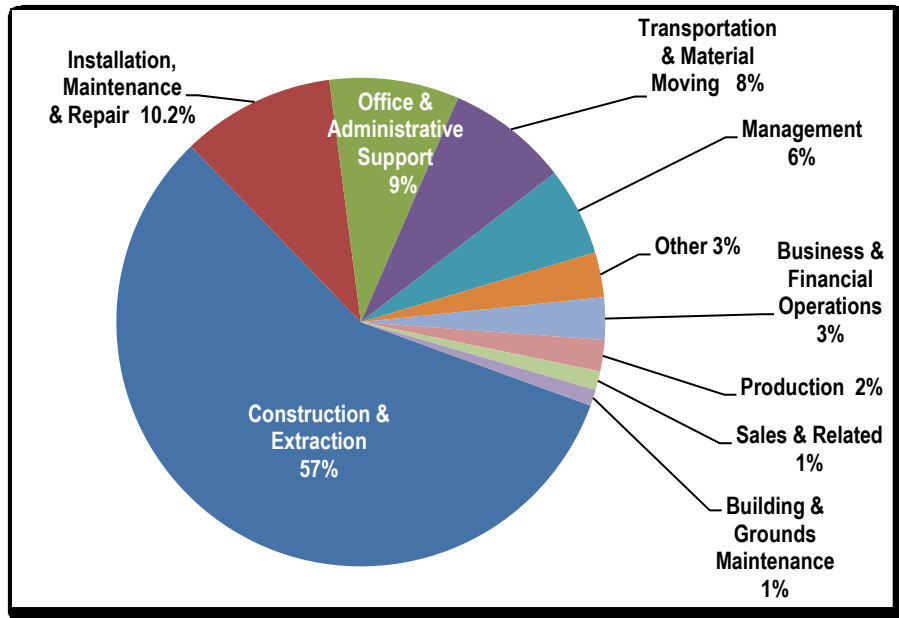
#### Management occupations:

11-2022	Sales managers
11-1021	General & operations managers

### Education/Training

Work Experience	\$ 74,446
Short-Term On-the-Job Training	25,723
Moderate-Term On-the-Job Training	81,990
Moderate-Term On-the-Job Training	64,130
Work Experience	\$ 57,816
Moderate-Term On-the-Job Training	39,134
Moderate-Term On-the-Job Training	37,461
Short-Term On-the-Job Training	31,280
Short-Term On-the-Job Training	29,769
Short-Term On-the-Job Training	25,139
Moderate-Term On-the-Job Training	50,227
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,968
Moderate-Term On-the-Job Training	\$ 40,890
Short-Term On-the-Job Training	33,441
Short-Term On-the-Job Training	25,961
Work Experience, Plus Bachelor's	\$ 123,436
Work Experience, Plus Bachelor's	132,282

## Heavy and Civil Engineering Construction



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Construction and extraction occupations:

47-1011	First-line supervisors/managers
47-2031	Carpenters
47-2051	Cement masons & concrete finishers
47-2061	Construction laborers
47-2071	Paving, surfacing, & tamping eqpmt operators
47-2073	Operating engineers & other eqpmt operators
47-2152	Plumbers, pipefitters, & steamfitters

#### Installation, maintenance and repair occupations:

49-3042	Mobile heavy equipment mechanics, except engines
49-9042	Maintenance & repair workers, general
49-9051	Electrical power-line installers & repairers
49-9052	Telecommunications line installers & repairers

#### Office and administrative support occupations:

43-3031	Bookkeeping, accounting, & auditing clerks
43-6011	Executive secretaries / administrative assistants
43-6014	Secretaries, except legal, medical, & executive

#### Transportation and material moving occupations:

53-3032	Truck drivers, heavy & tractor-trailer
53-7032	Excavating & loading machine operators
53-7062	Laborers & freight, stock, & material movers

#### Management occupations:

11-9021	Construction managers
11-1021	General & operations managers

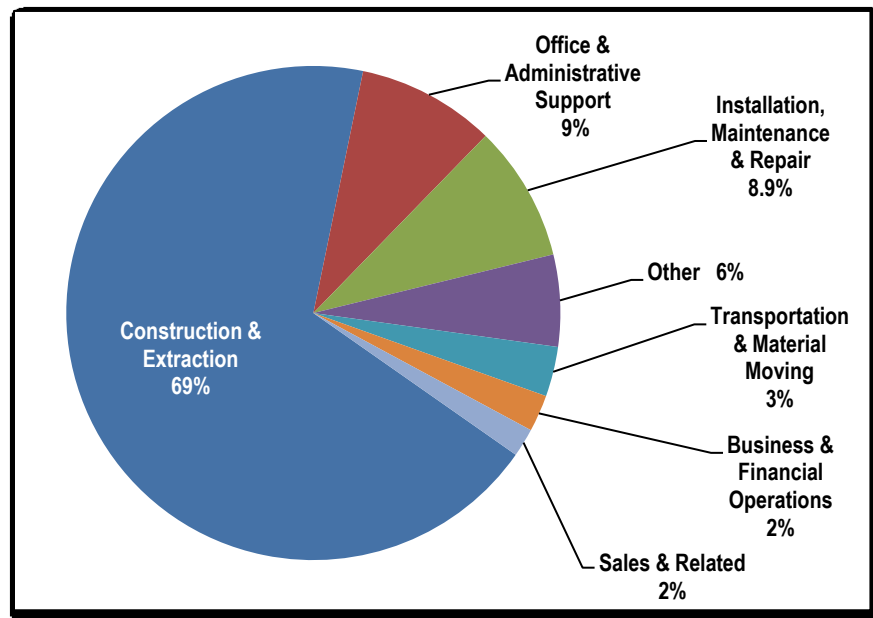
### Education/Training

Work Experience	\$ 73,657
Long-Term On-the-Job Training	51,504
Long-Term On-the-Job Training	48,864
Moderate-Term On-the-Job Training	40,516
Moderate-Term On-the-Job Training	58,949
Moderate-Term On-the-Job Training	70,433
Long-Term On-the-Job Training	59,413
Post-Secondary Vocational Education	\$ 62,474
Long-Term On-the-Job Training	36,044
Long-Term On-the-Job Training	71,337
Long-Term On-the-Job Training	53,102
Moderate-Term On-the-Job Training	\$ 39,134
Moderate-Term On-the-Job Training	50,277
Moderate-Term On-the-Job Training	36,624
Moderate-Term On-the-Job Training	\$ 40,890
Moderate-Term On-the-Job Training	55,988
Short-Term On-the-Job Training	25,961
Bachelor's Degree	\$ 115,476
Work Experience, Plus Bachelor's	132,282

### Median Annual Earnings



## Specialty Trade Contractors



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Construction and extraction occupations:

47-1011	First-line supervisors/managers
47-2021	Brickmasons & blockmasons
47-2031	Carpenters
47-2051	Cement masons & concrete finishers
47-2061	Construction laborers
47-2073	Operating engineers & other eqpmnt operators
47-2081	Drywall & ceiling tile installers
47-2111	Electricians
47-2141	Painters, construction & maintenance
47-2152	Plumbers, pipefitters, & steamfitters
47-2181	Roofers
47-2211	Sheet metal workers
47-3011	Helpers--brickmasons, tile & marble setters
47-3013	Helpers—electricians
47-3015	Helpers--pipelayers, plumbers, & pipefitters

#### Office and administrative support occupations:

43-3031	Bookkeeping, accounting, & auditing clerks
43-6014	Secretaries, except legal, medical, & executive
43-9061	Office clerks, general

#### Installation, maintenance and repair occupations:

49-9021	Heating, air conditioning, & refrigeration mechanics & installers
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#### Transportation and material moving occupations:

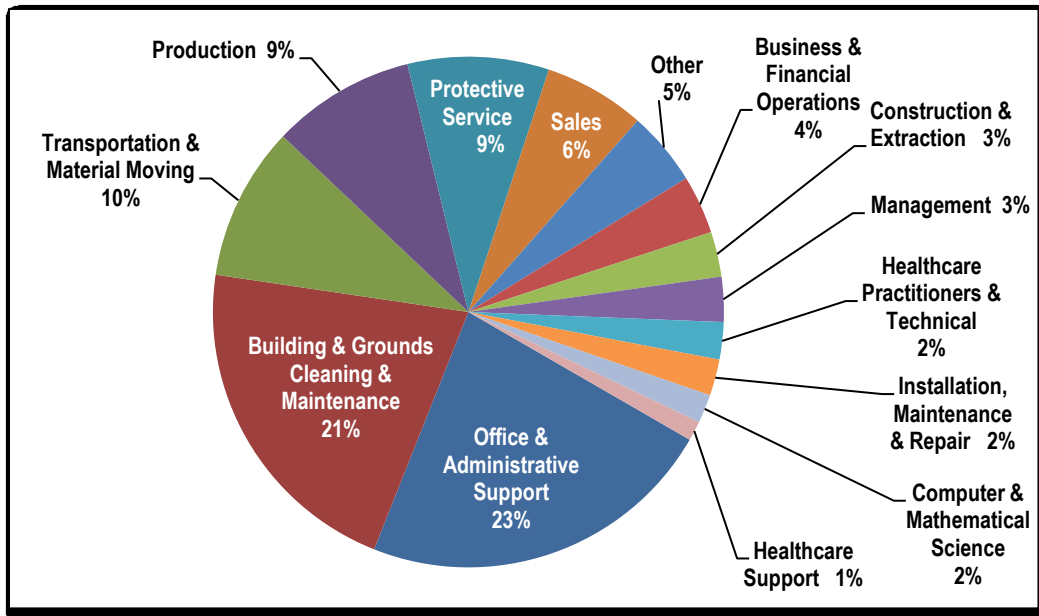
53-3032	Truck drivers, heavy & tractor-trailer
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### Education/Training

Work Experience	\$ 73,657
Long-Term On-the-Job Training	59,786
Long-Term On-the-Job Training	51,504
Long-Term On-the-Job Training	48,864
Moderate-Term On-the-Job Training	40,516
Moderate-Term On-the-Job Training	70,433
Moderate-Term On-the-Job Training	58,514
Long-Term On-the-Job Training	49,700
Moderate-Term On-the-Job Training	38,530
Long-Term On-the-Job Training	59,413
Moderate-Term On-the-Job Training	45,896
Moderate-Term On-the-Job Training	56,729
Short-Term On-the-Job Training	27,235
Short-Term On-the-Job Training	40,122
Short-Term On-the-Job Training	28,510
Moderate-Term On-the-Job Training	\$ 39,134
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,968
Long-Term On-the-Job Training	\$ 48,271
Moderate-Term On-the-Job Training	\$ 40,890

Median  
Annual  
Earnings

## Administrative and Support Services



Sources: CA EDD; BLS; LAEDC

### Detailed occupations

#### Office and administrative support occupations:

43-1011	First-line supervisors/managers	Work Experience	\$ 57,816
43-3011	Bill & account collectors	Short-Term On-the-Job Training	39,042
43-3031	Bookkeeping, accounting, & auditing clerks	Moderate-Term On-the-Job Training	39,134
43-4051	Customer service representatives	Moderate-Term On-the-Job Training	37,461
43-6011	Executive secretaries / administrative assistants	Moderate-Term On-the-Job Training	50,277
43-6014	Secretaries, except legal, medical, & executive	Moderate-Term On-the-Job Training	36,624
43-9061	Office clerks, general	Short-Term On-the-Job Training	30,968

#### Building and grounds cleaning and maintenance occupations:

37-2011	Janitors & cleaners, except maids & housekeeping cleaners	Short-Term On-the-Job Training	\$ 26,308
37-2012	Maids & housekeeping cleaners	Short-Term On-the-Job Training	23,505
37-3011	Landscaping & groundskeeping workers	Short-Term On-the-Job Training	28,787

#### Transportation and material moving occupations:

53-7062	Laborers & freight, stock, & material movers	Short-Term On-the-Job Training	\$ 25,961
53-7064	Packers & packagers	Short-Term On-the-Job Training	21,077

#### Production occupations:

51-2092	Team assemblers	Moderate-Term On-the-Job Training	\$ 27,709
51-9198	Helpers--production workers	Short-Term On-the-Job Training	2,899

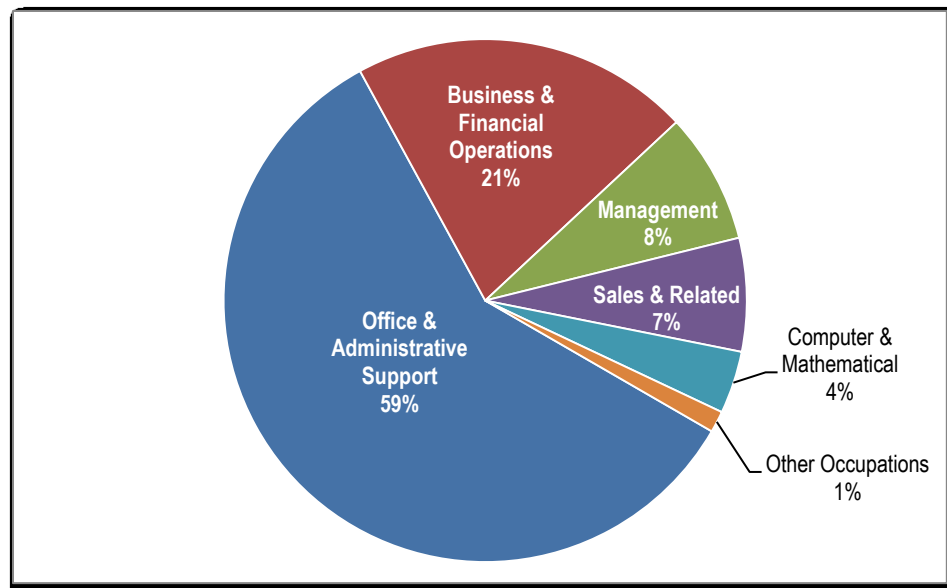
#### Protective service occupations:

33-9032	Security guards	Short-Term On-the-Job Training	\$ 26,308
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#### Sales and related occupations:

41-3041	Travel agents	Post-Secondary Vocational Education	\$ 33,117
41-9041	Telemarketers	Short-Term On-the-Job Training	27,753

## Credit Intermediation and Related Services



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Office and administrative support occupations:

43-3071	Tellers
43-4051	Customer Service Representatives
43-1011	First-Line Supervisors
43-4131	Loan Interviewers and Clerks
43-3011	Bill and Account Collectors
43-3031	Bookkeeping, Accounting, and Auditing Clerks
43-4141	New Accounts Clerks

#### Business and financial operation occupations:

13-2052	Personal Financial Advisors
13-2072	Loan Officers
13-2099	Financial Specialists, All Other
13-2041	Credit Analysts
13-2011	Accountants and Auditors

#### Management occupations:

11-3031	Financial Managers
11-1021	General and Operations Managers
11-3021	Computer and Information Systems Managers
11-2022	Sales Managers

#### Sales and related occupations:

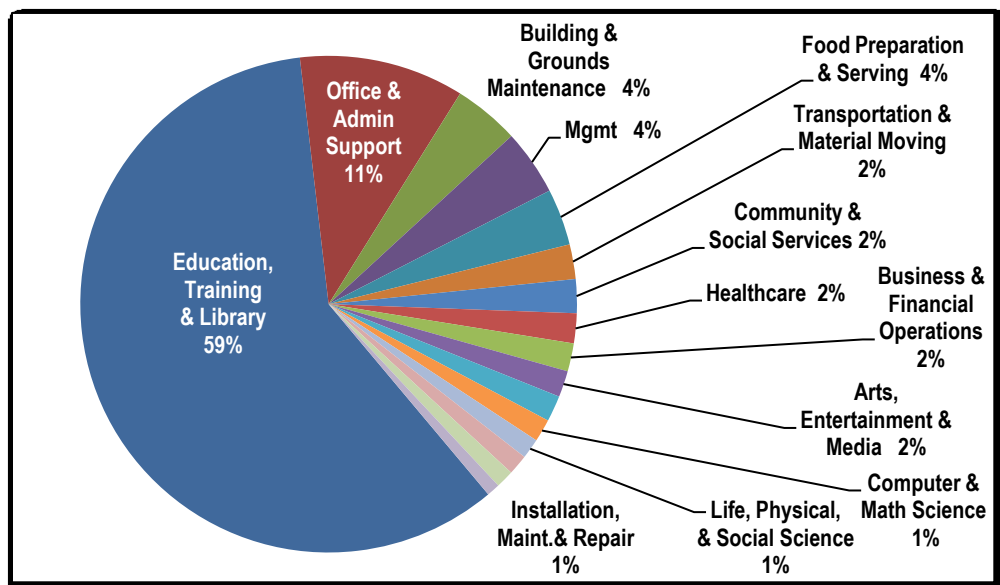
41-3031	Securities and Financial Services Sales Agents
41-3099	Sales Representatives, Services, All Other
41-2011	Cashiers
41-9041	Telemarketers
41-1012	First-Line Supervisors

### Education/Training

Short-Term On-the-Job Training	\$ 37,437
Moderate-Term On-the-Job Training	37,461
Work Experience	57,816
Short-Term On-the-Job Training	41,581
Short-Term On-the-Job Training	39,042
Moderate-Term On-the-Job Training	39,134
Work Experience	34,115
Bachelor's Degree	\$ 73,713
Bachelor's Degree	84,351
Bachelor's Degree	69,499
Bachelor's Degree	70,636
Bachelor's Degree	72,915
Bachelor's Degree and Experience	\$ 135,224
Bachelor's Degree and Experience	132,282
Bachelor's Degree and Experience	135,840
Bachelor's Degree and Experience	123,436
Bachelor's Degree	\$ 112,235
Moderate-Term On-the-Job Training	60,713
Short-Term On-the-Job Training	22,244
Short-Term On-the-Job Training	27,753
Work Experience	74,446

### Median Annual Earnings

## Educational Services



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Education, training and library occupations:

25-1191	Graduate teaching assistants
25-1199	Postsecondary teachers, all other
25-2012	Kindergarten teachers, except special education
25-2021	Elementary school teachers, except special education
25-2022	Middle school teachers, except special and vocational education
25-2031	Secondary school teachers, except special and vocational education
25-2041	Special education teachers, preschool, kindergarten, and elementary school
25-2043	Special education teachers, secondary school
25-3999	Teachers and instructors, all other
25-9041	Teacher assistants

#### Office and administrative support occupations:

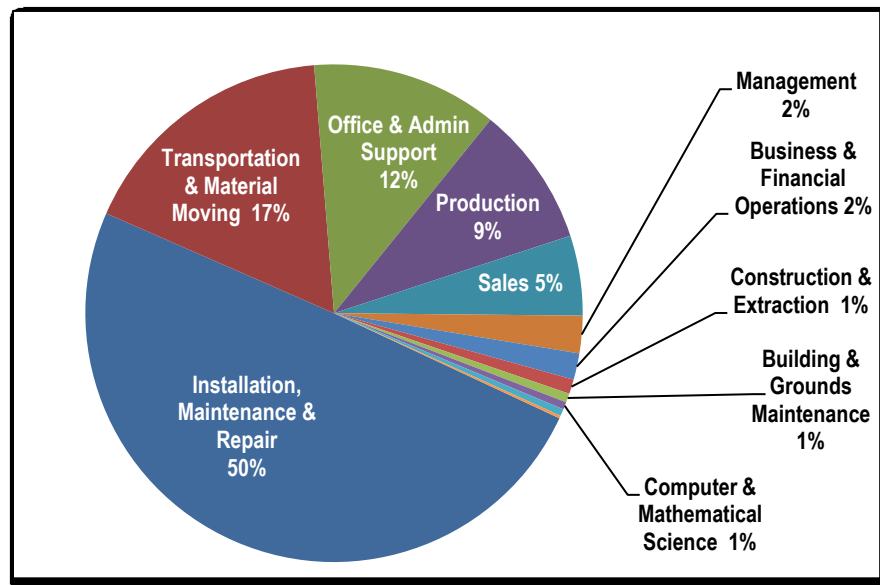
43-6011	Executive secretaries / administrative assistants
43-6014	Secretaries, except legal, medical, and executive
43-9061	Office clerks, general

### Education/Training

Bachelor's Degree	\$ 49,351
Master's Degree	63,483
Bachelor's Degree	58,745
Bachelor's Degree	61,159
Bachelor's Degree	62,384
Bachelor's Degree	66,237
Bachelor's Degree	62,574
Bachelor's Degree	70,922
Bachelor's Degree	47,759
Short-Term On-the-Job Training	31,725
Moderate-Term On-the-Job Training	\$ 50,227
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,968

### Median Annual Earnings

## Repair and Maintenance



Sources: CA EDD; BLS; LAEDC

### Detailed Occupations

#### Installation, maintenance and repair occupations:

49-1011	First-line supervisors/managers
49-2011	Computer and office machine repairers
49-3021	Automotive body and related repairers
49-3022	Automotive glass installers and repairers
49-3023	Automotive service technicians and mechanics
49-3031	Bus and truck mechanics and diesel engine specialists
49-9031	Home appliance repairers
49-9041	Industrial machinery mechanics
49-9042	Maintenance and repair workers, general
49-9098	Helpers--installation, maintenance, and repair workers

#### Transportation and material moving occupations:

53-1021	First-line supervisors/managers
53-6031	Service station attendants
53-7061	Cleaners of vehicles and equipment

#### Office and administrative support occupations:

43-3031	Bookkeeping, accounting, auditing clerks
43-6014	Secretaries, except legal, medical, executive
43-9061	Office clerks, general

#### Production occupations:

51-4121	Welders, cutters, solderers, & brazers
51-6093	Upholsterers
51-9122	Painters, transportation equipment

### Education/Training

Work Experience	\$ 69,124
Post-Secondary Vocational Education	43,675
Long-Term On-the-Job Training	40,398
Long-Term On-the-Job Training	31,195
Post-Secondary Vocational Education	38,599
Post-Secondary Vocational Education	51,807
Long-Term On-the-Job Training	42,879
Long-Term On-the-Job Training	54,174
Long-Term On-the-Job Training	36,690
Short-Term On-the-Job Training	31,115
Work Experience	\$ 47,444
Short-Term On-the-Job Training	22,210
Short-Term On-the-Job Training	21,783
Moderate-Term On-the-Job Training	\$ 39,134
Moderate-Term On-the-Job Training	36,624
Short-Term On-the-Job Training	30,968
Work Experience	\$ 37,244
Short-Term On-the-Job Training	27,745
Short-Term On-the-Job Training	41,065

## Occupations in Los Angeles County

The occupational employment structure in Los Angeles County by major occupational group is shown in Exhibit 5-1, along with the median annual earnings of each group. Major groups are listed in numerical order.

Exhibit 5-1 Employment in Los Angeles County by Major Occupational Group (2010)				
SOC	Occupation Group Title	Employment	% of total employment	Median annual earnings
11-0000	Management occupations	209,810	5.5	\$ 122,665
13-0000	Business and financial operations occupations	202,120	5.3	74,138
15-0000	Computer and mathematical science occupations	89,060	2.3	82,005
17-0000	Architecture and engineering occupations	70,700	1.9	90,170
19-0000	Life, physical and social science occupations	30,650	0.8	69,898
21-0000	Community and social services occupations	56,910	1.5	51,351
23-0000	Legal occupations	37,720	1.0	131,809
25-0000	Education, training and library occupations	256,160	6.7	59,608
27-0000	Arts, design, entertainment, sports and media occupations	130,500	3.4	75,670
29-0000	Healthcare practitioners and technical occupations	181,110	4.7	82,184
31-0000	Healthcare support occupations	103,630	2.7	28,947
33-0000	Protective service occupations	111,670	2.9	52,006
35-0000	Food preparation and serving related occupations	311,070	8.1	21,800
37-0000	Building and grounds cleaning and maintenance occupations	97,670	2.6	27,520
39-0000	Personal care and service occupations	86,290	2.3	26,961
41-0000	Sales and related occupations	386,250	10.1	38,837
43-0000	Office and administrative support occupations	721,280	18.9	37,195
45-0000	Farming, fishing and forestry occupations	2,770	0.1	25,145
47-0000	Construction and extraction occupations	97,100	2.5	51,160
49-0000	Installation, maintenance and repair occupations	116,630	3.1	47,310
51-0000	Production occupations	255,780	6.7	31,539
53-0000	Transportation and material moving occupations	262,700	6.9	33,128

Source: BLS: Occupational Employment Statistic Survey, May 2010

The largest occupational group is office and administrative support occupations, making up almost 19 percent of all employment in Los Angeles County in May of 2010, or 721,280 jobs. Sales and related occupations is the second-largest group with ten percent of all jobs. The highest-paid on average were legal occupations, followed closely by management occupations.

Exhibit 5-2 on the following pages presents the top 50 detailed occupations in Los Angeles County by employment.

Because each detailed occupation may be common to many industries, the exhibit provides a list of those industries which employ each occupation (listed in order of employment in May of 2010). Industries which are among our identified targets are *italicized*.

**Exhibit 5-2**  
**Top 50 Detailed Occupations in Los Angeles County by Employment (May 2010)**

Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
1	41-2031	Retail salespersons	Retail stores such as clothing, building materials, electronics and appliance stores, etc.; motor vehicle dealers; florists; <i>employment services</i> ; electronic shopping and mail-order houses; <i>wholesalers</i> ; wired telecommunications carriers; museums, parks and historical sites.	113,190	\$ 25,723
2	43-9061	Office clerks, general	Local and state government; <i>colleges and universities</i> ; elementary and secondary schools; <i>temporary employment services</i> ; <i>hospitals</i> ; offices of real estate agents; <i>offices of physicians</i> ; <i>accounting services</i> ; <i>legal services</i> ; insurance agencies; management of companies; <i>junior colleges</i> ; <i>electronic markets</i> ; insurance carriers; <i>management and technical consulting services</i> ; residential building construction; activities related to real estate; <i>architectural and engineering services</i> ; <i>banks and credit unions</i> ; <i>service to buildings</i> .	95,610	30,968
3	41-2011	Cashiers	Retail stores; restaurants; movie theatres; amusement parks and arcades; <i>automotive repair and maintenance</i> ; local government; <i>hospitals</i> ; spectator sports; performing arts companies.	89,360	22,244
4	53-7062	Laborers and freight, stock, and material movers, hand	<i>Temporary employment agencies</i> ; <i>warehousing and storage</i> ; couriers; <i>wholesalers</i> ; general and specialized freight trucking; building material and supplies dealers; <i>motion picture and video industries</i> ; grocery stores; furniture stores; building equipment contractors.	69,070	25,961
5	35-3021	Combined food preparation and serving workers, including fast food	Restaurants; grocery stores; elementary and secondary schools; special food services; <i>hospitals</i> ; accommodation; amusement parks; <i>community care facilities for the elderly</i> ; <i>motion picture industries</i> ; <i>nursing care facilities</i> .	65,120	20,166



Exhibit 5-2 (continued)

Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
6	11-1021	General and operations managers	Management of companies; <i>management and technical consulting services; computer systems design services</i> ; local government; <i>architectural and engineering services</i> ; grocery stores; <i>electronic markets</i> ; residential building construction; <i>office administrative services</i> ; restaurants; <i>accounting and bookkeeping services</i> ; retail stores; insurance agencies; <i>advertising services</i> .	64,870	\$ 132,282
7	29-1111	Registered nurses	<i>Hospitals; offices of physicians; temporary employment agencies</i> ; local, state and federal government; <i>home health care services; outpatient care centers; nursing care facilities</i> ; elementary and secondary schools; <i>psychiatric and substance abuse hospitals</i> ; insurance carriers.	64,630	83,762
8	35-3031	Waiters and waitresses	Restaurants; accommodation; drinking places; caterers; <i>temporary agencies</i> ; local government; gambling industries; <i>community care facilities for the elderly</i> ; civic and social organizations.	60,510	20,500
9	43-5081	Stock clerks and order fillers	Department stores; grocery stores; <i>warehousing and storage</i> ; retail stores; <i>wholesalers; electronic markets; hospitals; temporary employment agencies</i> ; local governments; management of companies; <i>advertising</i> .	56,220	25,139
10	43-3031	Bookkeeping, accounting, and auditing clerks	<i>Accounting and bookkeeping services</i> ; local government; management of companies; elementary and secondary schools; <i>banks and credit unions</i> ; building equipment contractors; <i>hospitals; electronic markets; temporary employment agencies</i> ; activities related to real estate; <i>offices of physicians</i> ; residential building construction; insurance carriers; <i>office administrative services; legal services; colleges and universities</i> .	54,700	39,134

Exhibit 5-2 (continued)

Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
11	43-4051	Customer service representatives	Insurance carriers; <i>temporary employment agencies</i> ; management of companies; <i>banks and credit unions</i> ; wireless telecommunication carriers; <i>management and technical consulting services</i> ; local government; <i>office administrative services</i> ; <i>hospitals</i> ; <i>electronic markets</i> ; <i>computer systems design</i> ; <i>business support services</i> ; <i>wholesalers</i> ; retail stores; <i>construction</i> .	52,650	\$ 37,461
12	33-9032	Security guards	<i>Investigation and security services</i> ; local government; elementary and secondary schools; drinking places; <i>hospitals</i> ; lessors of real estate; amusement parks and arcades; management of companies; <i>temporary employment agencies</i> ; <i>colleges and universities</i> ; spectator sports.	51,240	26,308
13	43-6011	Executive secretaries and administrative assistants	Local government; <i>temporary agencies</i> ; elementary and secondary schools; <i>management consulting services</i> ; <i>colleges and universities</i> ; management of companies; <i>architectural and engineering services</i> ; <i>accounting services</i> ; offices of real estate agents and brokers; financial investment activities; residential building construction; <i>hospitals</i> ; <i>computer systems design services</i> ; <i>office administrative services</i> ; insurance carriers; <i>research and development services</i> .	50,330	50,227
14	43-1011	First-line supervisors/managers of office and administrative support workers	<i>Banks and credit unions</i> ; local and state government; <i>offices of physicians</i> ; retail stores; management of companies; elementary and secondary schools; insurance carriers; <i>offices of dentists</i> ; <i>hospitals</i> ; <i>legal services</i> ; <i>business support services</i> ; insurance agencies; <i>management consulting services</i> ; <i>temporary employment agencies</i> ; <i>colleges and universities</i> ; accommodation.	50,120	57,816
15	37-2011	Janitors and cleaners, except maids and housekeepers	<i>Services to buildings</i> ; elementary and secondary schools; local government; management of companies; <i>hospitals</i> ; <i>colleges and universities</i> ; religious organizations; <i>temporary employment agencies</i> ; activities related to real estate.	49,310	26,308

Exhibit 5-2 (continued)					
Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
16	25-9041	Teacher assistants	Elementary and secondary schools; <i>colleges and universities; child day care services; junior colleges</i> ; other schools and instruction; religious organizations; local government; <i>individual and family services</i> ; civic and social organizations.	48,250	\$ 31,725
17	25-2021	Elementary school teachers, except special education	Elementary and secondary schools; <i>individual and family services</i> ; religious organizations.	45,010	61,159
18	41-4012	Sales representatives, wholesale / manufacturing, except technical and scientific products	<i>Electronic markets; wholesalers</i> ; management of companies; printing and related support activities; beverage and tobacco product manufacturing; <i>building finishing contractors</i> ; other manufacturing; software publishers; <i>temporary employment agencies; motion picture and video industries</i> .	41,780	64,130
19	25-2031	Secondary school teachers (not special or vocational)	Local government; <i>hospitals</i> .	36,890	66,127
20	43-6014	Secretaries, except legal, medical, and executive	Elementary and secondary schools; local government; <i>colleges and universities; accounting and bookkeeping services; architectural and engineering services</i> ; activities related to real estate; <i>management consulting services</i> ; residential building construction; offices of real estate agents; management of companies; <i>hospitals; electronic markets</i> ; insurance agencies.	36,340	36,624
21	13-1199	Business operations specialists, all other	<i>Colleges and universities; hospitals</i> ; management of companies; insurance carriers; <i>electronic markets; management consulting services; office administrative services</i> ; elementary and secondary schools; <i>banks and credit unions; architectural and engineering services; wholesalers</i> ; activities related to real estate; <i>computer systems design services</i> ; social advocacy orgs.	36,130	71,233

Exhibit 5-2 (continued)

Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
22	13-2011	Accountants and auditors	<i>Accounting and bookkeeping services</i> ; local government; management of companies; <i>computer systems design</i> ; activities related to real estate; <i>management and technical consulting services</i> ; <i>architectural and engineering services</i> ; <i>office administrative services</i> ; <i>motion picture and video industries</i> ; <i>colleges and universities</i> ; federal government; insurance carriers; elementary and secondary schools; <i>hospitals</i> ; financial investment activities; <i>legal services</i> .	33,880	\$ 72,915
23	31-1012	Nursing aides, orderlies, and attendants	<i>Nursing care facilities</i> ; <i>hospitals</i> ; <i>community care facility for the elderly</i> ; local government; <i>office of physicians</i> ; <i>home health care services</i> ; state and federal government; <i>outpatient care centers</i> .	32,150	25,856
24	35-2011	Cooks, fast food	Limited-service restaurants; full-service restaurant; amusement parks and arcades; grocery stores; gasoline stations; accommodation.	30,430	19,264
25	41-1011	First-line supervisors/managers of retail sales workers	Retail stores; gasoline stations; automobile dealers; consumer goods rental; automotive equipment rental and leasing; lessors of real estate; management of companies; beverage and tobacco product manufacturing; wireless telecommunication carriers.	30,030	43,503
26	43-5071	Shipping, receiving, and traffic clerks	Couriers; <i>warehousing and storage</i> ; department stores; <i>wholesalers</i> ; <i>electronic markets</i> ; retail stores; cut and sew apparel manufacturing; management of companies; <i>semiconductor and electronic components manufacturing</i> ; <i>medical equipment and supplies manufacturing</i> ; <i>motion picture and video industries</i> .	29,990	29,769

Exhibit 5-2 (continued)

Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
27	49-9071	Maintenance and repair workers, general	Lessors of real estate; local government; activities related to real estate; accommodation; elementary and secondary schools; <i>colleges and universities</i> ; beverage and tobacco product manufacturing; management of companies; professional organizations; fruit, vegetable and specialty foods manufacturing; plastics product manufacturing; nonmetallic mineral product manufacturing; <i>warehousing and storage</i> ; <i>services to building</i> ; pharmaceutical and medicine manufacturing; <i>facilities support services</i> ; <i>nursing care facilities</i> ; <i>community care facility for the elderly</i> ; <i>commercial machinery repair</i> .	29,170	41,843
28	53-7064	Packers and packagers, hand	Grocery stores; plastics product manufacturing; <i>wholesalers</i> ; <i>warehousing and storage</i> ; bakeries and tortilla manufacturing; animal slaughtering and processing; converted paper product manufacturing; cut and sew apparel manufacturing; fruit, vegetable and specialty foods manufacturing; <i>electronic markets</i> .	28,390	21,077
29	53-3033	Truck drivers, light or delivery services	Couriers; <i>wholesalers</i> ; retail stores; automobile dealers; building material and supplies dealers; freight trucking; local messengers; <i>warehousing and storage</i> ; <i>electronic markets</i> ; consumer goods rental; florists; bakeries and tortilla manufacturing; management of companies.	27,600	\$ 33,441
30	53-3032	Truck drivers, heavy and tractor-trailer	Freight trucking (general and specialized); nonmetallic mineral product manufacturing; <i>wholesalers</i> ; support activities for road transportation; <i>warehousing and storage</i> ; <i>waste management and remediation service</i> ; couriers; building material and supplies dealers; freight transportation arrangement; management of companies; <i>electronic markets</i> ; machinery and equipment rental and leasing; <i>utility system construction</i> ; dairy product manufacturing; <i>highway, street and bridge construction</i> ; <i>building foundation and exterior contractors</i> .	27,470	40,890

Exhibit 5-2 (continued)

Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
31	43-4171	Receptionists and information clerks	<i>Offices of physicians; personal care services; legal services; offices of dentists; offices of real estate agents; hospitals; elementary and secondary schools; local government; accounting and bookkeeping services; religious organizations; insurance agencies; activities related to real estate; building equipment contractors; management and technical consulting services; management of companies; colleges and universities; banks and credit unions; outpatient care centers; automobile dealers; architectural and engineering services; motion picture and video industries; office administrative services.</i>	27,060	\$ 28,606
32	35-2021	Food preparation workers	Limited-service restaurants; full-service restaurants; grocery stores; elementary and secondary schools; special food services; <i>nursing care facilities</i> ; local government; <i>hospitals; community care facility for the elderly</i> ; religious organizations; bakeries and tortilla manufacturing; <i>colleges and universities</i> .	25,790	20,683
33	23-1011	Lawyers	Legal services; local, state and federal government; management of companies; insurance carriers; <i>computer systems design services</i> .	24,260	167,744
34	35-2014	Cooks, restaurant	Full-service restaurants; accommodation; limited-service restaurants; other amusements and recreation industries; local government; gambling industries.	24,160	24,899
35	31-9092	Medical assistants	<i>Offices of physicians; hospitals; outpatient care centers; offices of other health practitioners; state government; other health care services; local government.</i>	24,150	30,836
36	51-6031	Sewing machine operators	Cut and sew apparel manufacturing; textile product mills; household and institutional furniture manufacturing; accessories and other apparel manufacturing; printing activities; textile mills; apparel knitting mills.	24,020	20,564

Exhibit 5-2 (continued)					
Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
37	33-3051	Police and sheriff's patrol officers	Local, state and federal government; <i>colleges and universities; junior colleges.</i>	22,490	\$ 85,353
38	35-1012	First-line supervisors/managers of food prep and serving	Restaurants; elementary and secondary schools; grocery stores; special food services; drinking places; local government; <i>nursing care facilities; community care facility for the elderly; hospitals;</i> amusement parks and arcades.	22,010	30,838
39	41-2021	Counter and rental clerks	Automotive rental centers; <i>automotive repair centers;</i> fitness and recreational sports centers; sporting goods stores; <i>photographic services.</i>	21,990	25,790
40	43-6013	Medical secretaries	<i>Offices of physicians; offices of dentists; hospitals; offices of other health practitioners; outpatient care centers; medical and diagnostic laboratories; home health care services; nursing care facilities.</i>	21,540	32,617
41	47-2061	Construction laborers	Residential building construction; <i>specialty trade contractors; building foundation and exterior contractors;</i> nonresidential building construction; <i>utility system construction; highway, street and bridge construction; building contractors;</i> local government; <i>services to buildings; land subdivision; waste management and remediation services;</i> management of companies.	20,730	40,516
42	41-3099	Sales representatives, services, all other	<i>Management and technical consulting services; computer systems design services; banks and credit unions;</i> telecommunications resellers; ISPs and web search portals; <i>advertising services;</i> building equipment contractors; <i>services to buildings and dwellings;</i> telecommunications carriers; insurance carriers; accommodation; residential building construction; insurance agencies; cable and other subscription programming; <i>business support services.</i>	20,640	60,713

Exhibit 5-2 (continued)

Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
43	43-9799	Office and administrative support workers, all other	<i>Colleges and universities</i> ; local government; <i>junior colleges</i> ; <i>hospitals</i> ; management of companies; <i>accounting and bookkeeping services</i> ; federal government; newspaper, book and directory publishers; <i>office administrative services</i> ; insurance carriers; state government.	20,280	\$ 30,948
44	37-2012	Maids and housekeeping cleaners	Accommodation; <i>hospitals</i> ; private households; <i>services to buildings and dwellings</i> ; <i>nursing care facilities</i> ; <i>community care facility for the elderly</i> ; activities related to real estate; religious organizations; lessors of real estate; <i>residential mental health facilities</i> .	20,130	23,505
45	51-2092	Team assemblers	<i>Medical equipment and supplies manufacturing</i> ; <i>semiconductor and electronic components manufacturing</i> ; <i>electrical equipment and appliances manufacturing</i> ; motor vehicle parts manufacturing; plastics product manufacturing; <i>architectural and structural metals manufacturing</i> ; <i>electronic instrument manufacturing</i> ; household and institutional furniture manufacturing; nonmetallic mineral product manufacturing; <i>commercial and service industry machinery manufacturing</i> ; <i>aerospace product and parts manufacturing</i> .	19,890	27,709
46	29-2061	Licensed practical and licensed vocational nurses	<i>Hospitals</i> ; <i>nursing care facilities</i> ; <i>home health care services</i> ; <i>offices of physicians</i> ; local government; <i>community care facility for the elderly</i> ; <i>outpatient care centers</i> ; federal government; <i>residential mental health facilities</i> ; <i>psychiatric and substance abuse hospitals</i> ; <i>other hospitals</i> .	19,410	49,003
47	11-3031	Financial managers	<i>All industries</i>	17,920	135,224
48	13-1111	Management analysts	<i>Engineering services</i> ; direct insurance; insurance agencies; <i>research and development services</i> ; telephone call centers.	17,910	90,786



Exhibit 5-2 (continued)					
Rank	SOC	Occupation title	Employing industries	Total employment in LAC	Median annual earnings
49	43-3021	Billing and posting clerks and machine operators	<i>Offices of physicians; accounting and bookkeeping services; management of companies; hospitals; offices of dentists; wholesalers; offices of other health practitioners; legal services; medical and diagnostic laboratories; office administrative services; insurance carriers; insurance agencies; local government; electronic markets; outpatient care centers; medical equipment and supplies manufacturing.</i>	17,450	\$ 39,042
50	35-3022	Counter attendants: cafeteria, concessions, coffee shops	Limited-service restaurants; elementary and secondary schools; special food services; grocery stores; full-service restaurants; accommodation; specialty food stores; local government; <i>junior colleges.</i>	17,410	20,379

Source: BLS



# Appendix

## Detailed City Tables

**Exhibit A-1**  
**Foothill WIB Population by City 2000 through 2011**

Area	2000 Census	2001	2002	2003	2004	2005	2006	2007	2008	2009 ACS	2010 Census	2011
Arcadia	53,054	53,669	54,640	55,158	55,388	55,521	55,473	55,607	55,707	55,608	56,364	56,548
Duarte	21,488	21,572	21,714	21,772	21,764	21,726	21,775	21,617	21,356	21,742	21,321	21,380
Monrovia	36,929	37,071	37,235	37,334	37,299	37,114	36,754	36,548	36,369	37,321	36,590	36,686
Pasadena	133,936	134,119	135,744	137,416	137,555	137,501	136,411	135,424	135,305	142,013	137,122	138,915
Sierra Madre	10,578	10,662	10,786	10,872	10,932	10,939	10,820	10,785	10,881	10,769	10,917	10,948
South Pasadena	24,339	24,592	24,865	25,078	25,264	25,376	25,312	25,324	25,358	24,327	25,619	25,692
<b>Foothill WIB</b>	<b>280,324</b>	<b>281,685</b>	<b>284,984</b>	<b>287,630</b>	<b>288,202</b>	<b>288,177</b>	<b>286,545</b>	<b>285,305</b>	<b>284,976</b>	<b>291,780</b>	<b>287,933</b>	<b>290,169</b>

Sources: CA Dept. of Finance; US Census Bureau

**Exhibit A-2**  
**Foothill WIB Race and Ethnicity by City**

Area	Race							Ethnicity	
	White	Asian	Other	Black	Two or More	Native American	Pacific Islander	Hispanic	Other
Arcadia	36%	55%	6%	1%	2%	0.4%	0.3%	12%	88%
Duarte	53%	12%	20%	9%	4%	1.2%	0.1%	50%	50%
Monrovia	60%	10%	17%	9%	5%	0.4%	0.2%	36%	64%
Pasadena	59%	12%	14%	11%	3%	0.4%	0.2%	34%	66%
Sierra Madre	83%	7%	4%	2%	3%	0.00%	0.1%	14%	86%
South Pasadena	59%	30%	5%	2%	4%	0.05%	0.1%	18%	82%
<b>Foothill WIB</b>	<b>55%</b>	<b>21%</b>	<b>12%</b>	<b>8%</b>	<b>3%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>29%</b>	<b>71%</b>

Sources: ACS 2005-2009

**Exhibit A-3**  
**Foothill WIB Veteran Population by City**

Area	Population			Veterans by age					Veterans by sex	
	Age 18 and over	Veterans	Veteran share	18 to 34 years	35 to 54 years	55 to 64 years	65 to 74 years	75 years and over	Male	Female
Arcadia	43,305	2,506	6%	138	366	500	620	882	96%	4%
Duarte	16,415	976	6%	223	165	151	286	151	94%	6%
Monrovia	28,989	1,951	7%	136	493	483	267	572	97%	3%
Pasadena	113,475	6,354	6%	491	1,190	1,029	1,575	2,069	94%	6%
Sierra Madre	8,646	1,011	12%	78	194	366	150	223	94%	6%
South Pasadena	18,625	862	5%	72	194	105	174	317	94%	6%
<b>Foothill WIB</b>	<b>229,455</b>	<b>13,660</b>	<b>6%</b>	<b>1,138</b>	<b>2,602</b>	<b>2,634</b>	<b>3,072</b>	<b>4,214</b>	<b>95%</b>	<b>5%</b>

Sources: ACS 2005-2009

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**Exhibit A-4**  
**Foothill WIB Educational Attainment by City**

Area	Population age 25 and over	Less than high school	High school graduate	Some College	Associate's degree	Bachelor's degree	Master's degree	Doctorate/ professional degree
Arcadia	38,814	8%	17%	16%	10%	32%	11%	6%
Duarte	14,534	20%	26%	21%	9%	17%	4%	3%
Monrovia	25,612	15%	19%	20%	11%	22%	9%	4%
Pasadena	100,736	16%	17%	15%	7%	25%	12%	8%
Sierra Madre	8,295	3%	14%	18%	8%	29%	18%	12%
South Pasadena	17,053	4%	9%	18%	5%	36%	15%	12%
<b>Foothill WIB</b>	<b>205,044</b>	<b>13%</b>	<b>17%</b>	<b>17%</b>	<b>8%</b>	<b>27%</b>	<b>12%</b>	<b>7%</b>

Sources: ACS 2005-2009

**Exhibit A-5**  
**Foothill WIB Households by Income by City**

Area	Total Households	Less than \$15,000	\$15,000 to \$19,999	\$20,000 to \$24,999	\$25,000 to \$29,999	\$30,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 or more
Arcadia	18,936	8.8%	3.3%	3.3%	2.6%	3.3%	8.7%	18.7%	13.2%	17.1%	9.7%	11.3%
Duarte	6,430	9.8%	4.6%	3.9%	4.9%	2.4%	14.9%	20.2%	13.8%	17.1%	5.1%	3.2%
Monrovia	13,867	8.4%	5.2%	4.9%	3.6%	3.5%	12.5%	19.4%	12.9%	17.5%	6.9%	5.2%
Pasadena	54,667	11.9%	4.5%	4.8%	4.7%	3.5%	11.8%	16.6%	12.1%	13.8%	7.5%	8.8%
Sierra Madre	4,566	6.8%	2.3%	3.9%	3.9%	1.2%	10.8%	15.4%	14.1%	13.8%	10.6%	17.2%
South Pasadena	9,798	9.8%	3.4%	2.5%	2.4%	2.5%	10.5%	15.5%	13.0%	17.1%	9.9%	13.2%
<b>Foothill WIB</b>	<b>108,264</b>	<b>10.4%</b>	<b>4.2%</b>	<b>4.3%</b>	<b>4.0%</b>	<b>3.2%</b>	<b>11.4%</b>	<b>17.4%</b>	<b>12.7%</b>	<b>15.4%</b>	<b>8.0%</b>	<b>9.2%</b>
LA County	3,178,266	12.2%	5.3%	5.3%	5.1%	4.9%	13.2%	17.8%	11.9%	13.1%	5.3%	5.8%

Sources: ACS 2005-2009

**Exhibit A-6**  
**Foothill WIB Resident Occupation Distribution by City**  
**Civilian Employed Population Age 16 Years and Over**

Area	Total	Mgmt, business & financial	Professional & related	Service	Sales & office	Farming, fishing & forestry	Construction, extraction, maint. & repair	Production (mfg)	Transport. & material moving
Arcadia	26,920	22.4%	28.3%	11.3%	29.7%	0.1%	3.4%	2.1%	2.6%
Duarte	9,475	13.7%	18.1%	18.7%	24.6%	0.1%	11.3%	6.5%	7.0%
Monrovia	19,352	16.8%	25.8%	17.2%	26.2%	0.2%	6.2%	3.6%	4.0%
Pasadena	69,952	17.3%	33.2%	15.9%	21.0%	0.2%	6.2%	3.0%	3.1%
Sierra Madre	5,640	22.0%	35.8%	11.6%	22.8%	0.0%	5.2%	1.0%	1.6%
South Pasadena	12,964	19.8%	43.0%	10.0%	21.5%	0.0%	2.8%	1.7%	1.2%
<b>Foothill WIB</b>	<b>144,303</b>	<b>18.4%</b>	<b>31.3%</b>	<b>14.7%</b>	<b>23.7%</b>	<b>0.1%</b>	<b>5.7%</b>	<b>3.0%</b>	<b>3.2%</b>
LA County	4,522,378	13.4%	20.6%	17.5%	26.1%	0.3%	8.7%	7.2%	6.2%

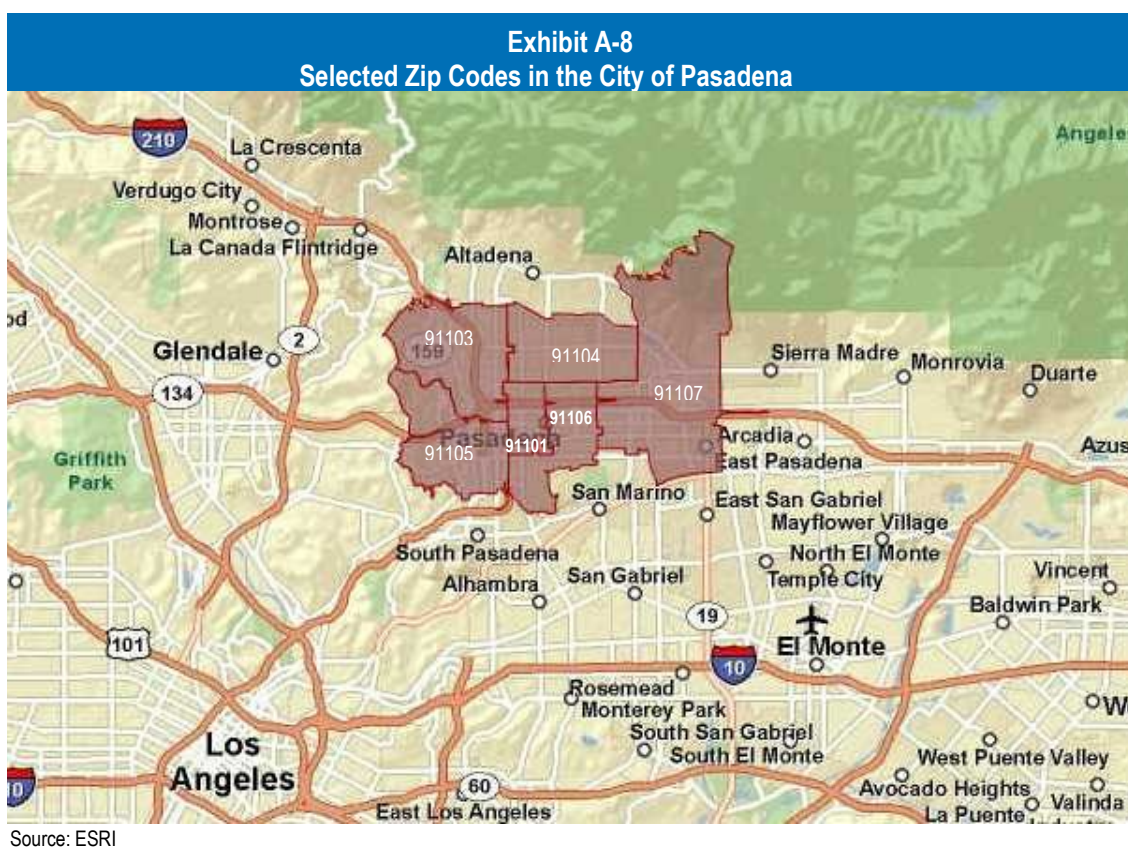
Sources: ACS 2005-2009

Exhibit A-7 Foothill WIB Unemployment Rate by City											
Area	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Arcadia	3.0	3.2	3.8	3.9	3.6	3.0	2.7	2.8	4.2	6.6	7.3
Duarte	3.5	3.7	4.4	4.5	4.2	3.7	3.3	3.5	5.2	8.1	9.0
Monrovia	4.7	5.0	5.9	6.1	5.7	4.7	4.2	4.4	6.5	10.1	11.2
Pasadena	4.1	4.3	5.1	5.3	4.9	4.0	3.6	3.8	5.6	8.8	9.7
Sierra Madre	1.5	1.5	1.9	1.9	1.8	1.6	1.4	1.5	2.2	3.5	4.3
South Pasadena	2.6	2.7	3.3	3.4	3.2	2.6	2.3	2.4	3.6	5.7	6.4
<b>Foothill WIB</b>	<b>3.7</b>	<b>3.8</b>	<b>4.6</b>	<b>4.8</b>	<b>4.4</b>	<b>3.6</b>	<b>3.3</b>	<b>3.5</b>	<b>5.1</b>	<b>8.0</b>	<b>8.8</b>
Los Angeles County	5.4	5.7	6.8	7.0	6.5	5.4	4.8	5.1	7.5	11.5	12.6

Source: CA EDD

## Pasadena by Zip Code

The City of Pasadena has the largest population within the Foothill WIB Local Workforce Investment Area (LWIA) and covers a large portion of the LWIA geography. Pasadena is diverse with both high income and low income areas. Its population comes from many different racial, ethnic, educational and socioeconomic backgrounds. As such, we have provided a demographic, household and income, and industry and employment breakdown for the zip codes which lie within the boundaries of the City of Pasadena. The zip codes selected are: 91101, 91103, 91104, 91105, 91106, and 91107.



*Population*

Exhibit A-9 Population Characteristics				
Zip Code	Population	Male	Female	Median Age
91101	21,433	49.4%	50.6%	35.6
91103	29,908	50.1	49.9	30.4
91104	37,450	49.1	50.9	35.0
91105	11,267	48.9	51.1	47.9
91106	25,179	50.1	49.9	33.8
91107	30,851	48.9	51.1	40.4
<b>Total all zip codes</b>	<b>156,088</b>	<b>49.4%</b>	<b>50.6%</b>	<b>36.2</b>

Source: ESRI; ACS 2005-2009

\* median estimates cannot be determined for aggregated geographies

*Race and Ethnicity*

Exhibit A-10 Pasadena Race and Ethnicity by Zip Code								
Zip Code	Population	Hispanic Ethnicity	Race for Non-Hispanic					
			White	Black	Native American	Asian/Pacific Islander	Other	Two or More
91101	21,433	31.5%	49.2%	10.5%	0.6%	19.4%	14.4%	5.9%
91103	29,908	55.9	34.5	23.2	0.9	5.5	30.8	5.1
91104	37,450	41.7	51.7	12.7	0.7	7.2	19.8	7.8
91105	11,267	16.9	74.9	4.5	0.3	11.3	4.9	4.1
91106	25,179	30.2	52.0	8.3	0.6	19.4	14.2	5.5
91107	30,851	28.2	59.2	5.3	0.5	18.0	10.1	6.8
<b>Total</b>	<b>156,088</b>	<b>36.6%</b>	<b>51.5%</b>	<b>11.5%</b>	<b>0.6%</b>	<b>12.9%</b>	<b>17.2%</b>	<b>6.2%</b>

Source: ESRI



*Languages Spoken at Home*

Exhibit A-11 Languages Spoken at Home														
Zip Code	Population Ages 5+	English only	Spanish			Other Indo-European Languages			Asian and Pacific Island Languages			Other Languages		
			Speaks at home	Speaks English well	Speaks English less than well	Speaks at home	Speaks English well	Speaks English less than well	Speaks at home	Speaks English well	Speaks English less than well	Speaks at home	Speaks English well	Speaks English less than well
91101	20,014	11,462	4,313	73.9%	26.1	1,143	86.2%	13.8%	2,820	79.1	20.9%	276	100.0%	0.0%
91103	27,823	13,383	12,719	68.4	31.6	381	85.0	15.0	1,245	80.6	19.4	95	74.7	25.3
91104	34,841	17,831	10,488	74.4	25.6	4,385	81.5	18.5	1,733	87.2	12.8	404	95.8	4.2
91105	10,799	8,439	1,031	93.4	6.6	454	83.3	16.7	846	82.5	17.5	29	100.0	0.0
91106	23,477	11,852	5,623	83.8	16.2	2,328	86.9	13.1	3,159	83.6	16.4	515	76.7	23.3
91107	28,928	17,303	5,027	85.3	14.7	2,741	88.1	11.9	3,379	86.3	13.7	478	93.9	6.1
<b>Total</b>	<b>145,882</b>	<b>80,270</b>	<b>39,201</b>	<b>75.6%</b>	<b>24.4%</b>	<b>11,432</b>	<b>84.8%</b>	<b>15.2%</b>	<b>13,182</b>	<b>83.4%</b>	<b>16.6%</b>	<b>1,797</b>	<b>89.4%</b>	<b>10.6%</b>

Source: ESRI

*Educational Attainment*

Exhibit A-12 Educational Attainment								
Zip Code	Population Ages 25+	Less than high school	High school graduate	Some college	Associate' s degree	Bachelor's degree	Master's degree	Doctorate or professional
91101	16,350	13.1%	10.0%	13.5%	8.0%	30.7%	14.5%	10.0%
91103	18,890	30.7	20.1	14.7	7.3	15.6	7.0	4.5
91104	26,002	18.0	20.9	17.7	6.6	22.6	9.1	5.1
91105	9,090	4.3	9.3	13.6	4.8	35.0	17.6	15.5
91106	17,840	10.3	14.8	15.5	5.2	27.8	15.4	11.0
91107	22,640	8.2	17.2	17.3	8.4	28.8	12.7	7.3
91125	110,812	15.1	16.5	15.8	6.9	25.7	12.0	8.0
91126	16,350	13.1	10.0	13.5	8.0	30.7	14.5	10.0
<b>Total</b>	<b>18,890</b>	<b>30.7%</b>	<b>20.1%</b>	<b>14.7%</b>	<b>7.3%</b>	<b>15.6%</b>	<b>7.0%</b>	<b>4.5%</b>

Source: ESRI

*Households and Income*

Exhibit A-13 Household and Income Characteristics					
Area	Households	Average size of household	Median HH income (\$2009)	Per capita income (\$2009)	Households below the poverty level
91101	9,967	1.87	\$50,784	\$33,650	1,571
91103	9,237	3.33	49,993	26,586	1,649
91104	13,017	2.98	57,854	30,549	1,604
91105	5,096	2.12	108,142	72,845	283
91106	10,478	2.24	59,838	38,702	1,192
91107	12,290	2.58	73,985	39,239	837
<b>Total</b>	<b>60,085</b>	<b>2.55</b>	<b>\$62,098</b>	<b>\$33,738</b>	<b>7,136</b>

Sources: ESRI; ACS 2005-09

Exhibit A-14 Households by Income										
Zip Code	Total Households	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 or more
91101	9,967	17.2%	8.3%	9.4%	10.6%	18.5%	11.9%	11.8%	7.4%	4.7%
91103	9,237	16.3	12.2	8.0	13.5	13.8	10.3	12.3	5.0	8.6
91104	13,017	12.2	11.2	9.0	13.5	14.9	10.6	14.5	7.4	6.8
91105	5,096	6.9	6.8	6.4	7.1	11.6	7.5	18.0	10.5	25.2
91106	10,478	9.9	8.3	7.3	14.0	19.6	14.0	13.9	5.9	7.1
91107	12,290	7.0	7.9	9.1	9.9	16.7	13.9	15.8	9.8	10.0
91125	60,085	11.7	9.3	8.4	11.8	16.3	11.8	14.2	7.5	9.0
91126	9,967	17.2	8.3	9.4	10.6	18.5	11.9	11.8	7.4	4.7
<b>Total</b>	<b>9,237</b>	<b>16.3%</b>	<b>12.2%</b>	<b>8.0%</b>	<b>13.5%</b>	<b>13.8%</b>	<b>10.3%</b>	<b>12.3%</b>	<b>5.0%</b>	<b>8.6%</b>

Source: ESRI

*Type of Housing Stock*

Exhibit A-15 Type of Housing Stock					
Zip Code	Housing Units	Detached Single Family	Multi-family	Mobile Home	Other
91101	10,912	5.5%	94.4%	0.1%	0.0%
91103	9,703	54.2	45.2	0.6	0.0
91104	13,941	63.7	36.1	0.1	0.1
91105	5,544	60.6	39.0	0.4	0.0
91106	11,426	32.0	68.0	0.0	0.0
91107	13,069	67.1	32.7	0.1	0.2
<b>Total of all zip codes</b>	<b>64,595</b>	<b>47.2%</b>	<b>52.5%</b>	<b>0.2%</b>	<b>0.0%</b>

Source: ACS 2005-2009

*Housing Characteristics*

Exhibit A-16 Housing Units and Characteristics						
Area	Housing Units	Owner Occupied	Median home value (\$2009)	Renter Occupied	Median contract rent (\$2009)	Median year structure built
91101	10,912	0.2%	\$469,129	0.7%	\$1,219	1974
91103	9,703	45.8	590,453	49.4	858	1955
91104	13,941	50.1	628,165	49.9	974	1940
91105	5,544	64.9	869,251	27.0	1,209	1953
91106	11,426	34.6	638,948	65.4	1,110	1961
91107	13,069	58.5	693,354	41.5	1,118	1952
<b>Total of all zip codes</b>	<b>64,595</b>	<b>44.2%</b>	<b>\$651,582</b>	<b>48.8%</b>	<b>\$1,062</b>	<b>1954</b>

Source: ACS 2005-09

## Description of Industry Sectors

The industry sectors used in this report are established by the North American Industry Classification System (NAICS). NAICS divides the economy into twenty sectors, and groups industries within these sectors according to production criteria. Listed below is a short description of each sector as taken from the sourcebook, *North American Industry Classification System*, published by the U.S. Office of Management and Budget (2007).

*Agriculture, Forestry, Fishing and Hunting:* Activities of this sector are growing crops, raising animals, harvesting timber, and harvesting fish and other animals from farms, ranches, or the animals' natural habitats.

*Mining:* Activities of this sector are extracting naturally-occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas; and beneficiating (e.g., crushing, screening, washing and flotation) and other preparation at the mine site, or as part of mining activity.

*Utilities:* Activities of this sector are generating, transmitting, and/or distributing electricity, gas, steam, and water and removing sewage through a permanent infrastructure of lines, mains, and pipes.

*Construction:* Activities of this sector are erecting buildings and other structures (including additions); heavy construction other than buildings; and alterations, reconstruction, installation, and maintenance and repairs.

*Manufacturing:* Activities of this sector are the mechanical, physical, or chemical transformation of material, substances, or components into new products.

*Wholesale Trade:* Activities of this sector are selling or arranging for the purchase or sale of goods for resale; capital or durable non-consumer goods; and raw and intermediate materials and supplies used in production, and providing services incidental to the sale of the merchandise.

*Retail Trade:* Activities of this sector are retailing merchandise generally in small quantities to the general public and providing services incidental to the sale of the merchandise.

*Transportation and Warehousing:* Activities of this sector are providing transportation of passengers and cargo, warehousing and storing goods, scenic and sightseeing transportation, and supporting these activities.

*Information:* Activities of this sector are distributing information and cultural products, providing the means to transmit or distribute these products as data or communications, and processing data.

*Finance and Insurance:* Activities of this sector involve the creation, liquidation, or change of ownership of financial assets (financial transactions) and/or facilitating financial transactions.

*Real Estate and Rental and Leasing:* Activities of this sector are renting, leasing, or otherwise allowing the use of tangible or intangible assets (except copyrighted works), and providing related services.

*Professional, Scientific, and Technical Services:* Activities of this sector are performing professional, scientific, and technical services for the operations of other organizations.

*Management of Companies and Enterprises:* Activities of this sector are the holding of securities of companies and enterprises, for the purpose of owning controlling interest or influencing their management decision, or administering, overseeing, and managing other establishments

of the same company or enterprise and normally undertaking the strategic or organizational planning and decision-making of the company or enterprise.

*Administrative and Support and Waste Management and Remediation Services:* Activities of this sector are performing routine support activities for the day-to-day operations of other organizations, such as: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.

*Educational Services:* Activities of this sector are providing instruction and training in a wide variety of subjects. Educational services are usually delivered by teachers or instructors that explain, tell, demonstrate, supervise, and direct learning. Instruction is imparted in diverse settings, such as educational institutions, the workplace, or the home through correspondence, television, or other means.

*Health Care and Social Assistance:* Activities of this sector are operating or providing health care and social assistance for individuals.

*Arts, Entertainment and Recreation:* Activities of this sector are operating facilities or providing

services to meet varied cultural, entertainment, and recreational interests of their patrons, such as: (1) producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) preserving and exhibiting objects and sites of historical, cultural, or educational interest; and (3) operating facilities or providing services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests.

*Accommodation and Food Services:* Activities of this sector are providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

*Other Services (except Public Administration):* Activities of this sector are providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grant-making, advocacy, and providing dry-cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.



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