JOBSEQ

Occupation Report

Hospitality & Tourism (CTE Cluster)

Sacramento-Roseville-Folsom, CA MSA

Occupation Snapshot 3
Employment by Industry 4
Wages 5
Occupation Demographics 6
Education Profile 7
Postsecondary Programs Linked to Hospitality & Tourism (CTE Cluster) 8
RTI (Job Postings) 9
Top Skill and Certification Gaps 13
Occupation Gaps 14
Geographic Distribution 15
Sacramento-Roseville-Folsom, CA MSA Regional Map 17
Data Notes 18
Region Definition 19
FAQ 20

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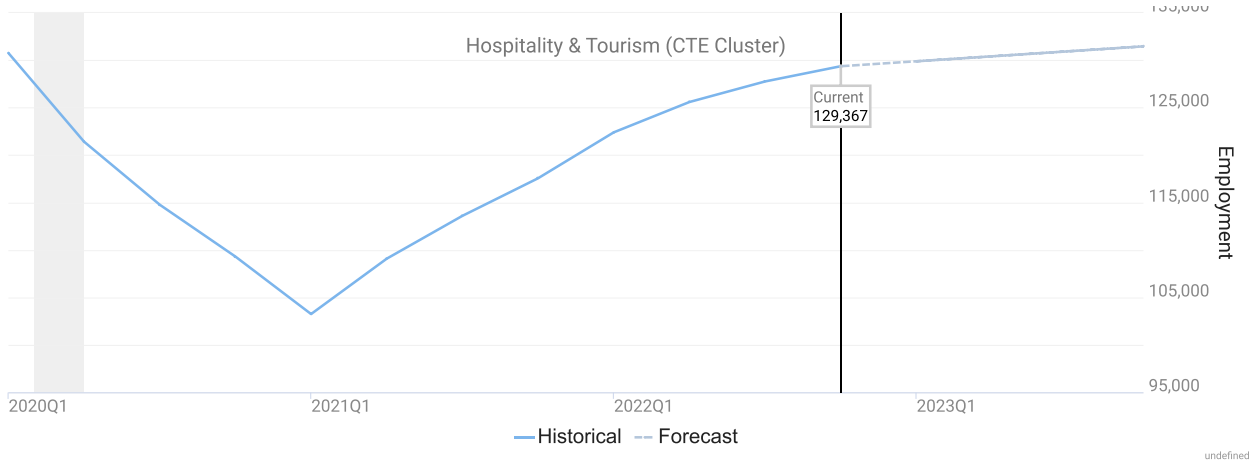
Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Fast Food and Counter Workers	25,134	$35,300	1.08	-81	6,191	1.7%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	15,752	$40,200	0.97	347	2,393	0.9%
Waiters and Waitresses	13,773	$38,600	0.92	-1,269	3,155	1.5%
Cooks, Restaurant	9,641	$41,100	0.98	325	2,013	3.6%
First-Line Supervisors of Food Preparation and Serving Workers	7,777	$45,700	0.95	410	1,459	2.0%
Cooks, Fast Food	7,473	$34,200	1.28	513	1,153	0.0%
Maids and Housekeeping Cleaners	6,969	$42,700	0.91	-419	1,129	1.5%
Food Preparation Workers	5,835	$38,000	0.96	-66	1,103	0.9%
Dishwashers	3,521	$34,500	1.14	-368	680	1.5%
Bartenders	3,479	$39,300	0.83	62	716	2.1%
Remaining Component Occupations	30,011	$43,100	1.16	-474	6,187	1.7%
Hospitality & Tourism (CTE Cluster)	**129,367**	**$39,700**	**1.00**	**-1,018**	**26,211**	**1.6%**



"Annual Demand" is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.

"Forecast Ann Growth" is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

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Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Restaurants and Other Eating Places	54.3%	70,258	141,948	14,072	156,020
Services to Buildings and Dwellings	7.4%	9,559	13,445	584	14,029
Traveler Accommodation	5.7%	7,433	13,387	2,212	15,599
Other Amusement and Recreation Industries	3.9%	5,091	11,386	933	12,319
Elementary and Secondary Schools	3.0%	3,897	6,372	241	6,613
Special Food Services	2.5%	3,183	5,662	460	6,123
Grocery and Convenience Retailers	2.3%	2,989	5,355	87	5,442
Gambling Industries	2.2%	2,891	4,829	119	4,949
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	1.7%	2,174	3,843	388	4,232
Drinking Places (Alcoholic Beverages)	1.4%	1,827	3,436	386	3,821
General Medical and Surgical Hospitals	1.3%	1,683	2,626	128	2,754
Nursing Care Facilities (Skilled Nursing Facilities)	1.0%	1,264	2,023	-12	2,010
Employment Services	0.8%	1,030	1,755	98	1,853
Executive, Legislative, and Other General Government Support	0.7%	945	1,718	37	1,755
Colleges, Universities, and Professional Schools	0.7%	920	1,591	115	1,707
Motion Picture and Video Industries	0.6%	755	2,510	610	3,120
Individual and Family Services	0.5%	699	1,369	228	1,597
Justice, Public Order, and Safety Activities	0.5%	691	1,294	35	1,329
All Others	9.3%	12,080	21,036	1,795	22,831

The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

"10-Year Empl Growth" may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

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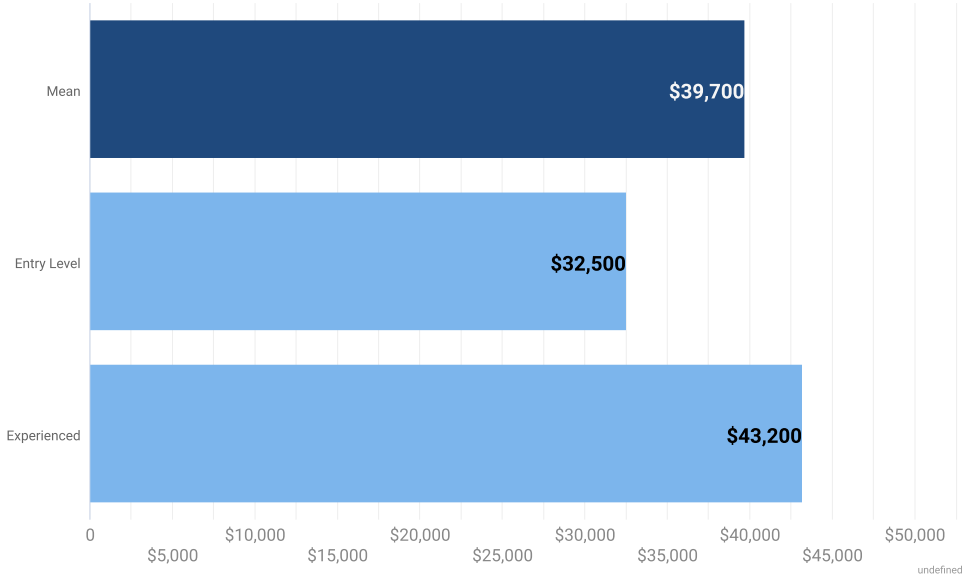
Wages



Occupation	Mean	Median	Entry Level	Experienced
Athletes and Sports Competitors	$107,200	$60,700	$33,500	$144,000
Gambling Managers	$105,400	$84,700	$68,200	$124,000
Lodging Managers	$70,500	$65,400	$42,500	$84,400
First-Line Supervisors of Gambling Services Workers	$65,100	$65,100	$45,800	$74,700
Food Service Managers	$63,700	$62,400	$39,100	$76,000
Chefs and Head Cooks	$58,900	$51,100	$38,600	$69,000
First-Line Supervisors of Housekeeping and Janitorial Workers	$55,900	$52,400	$38,700	$64,500
Motion Picture Projectionists	$54,600	$59,600	$36,200	$63,800
Travel Agents	$49,300	$49,300	$36,800	$55,600
Cooks, Private Household	$48,600	$54,100	$33,800	$55,900

Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.

When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

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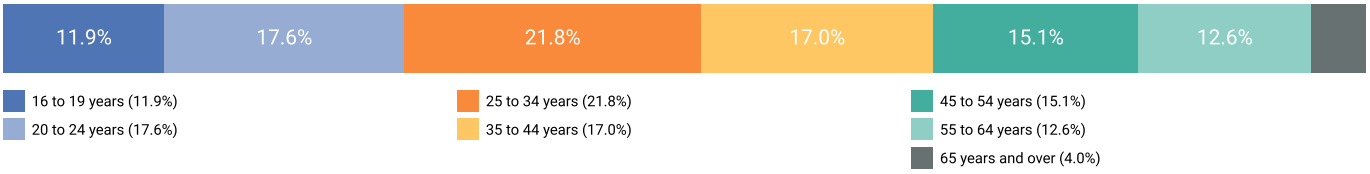
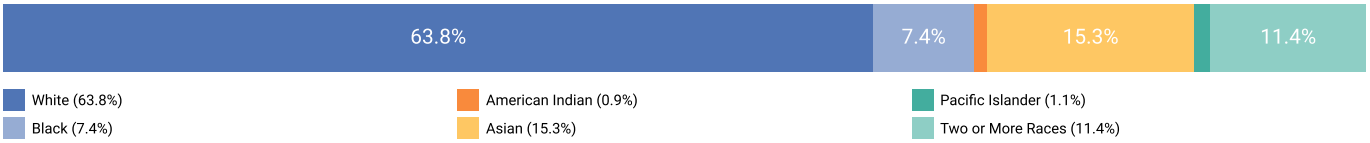
Occupation Demographics

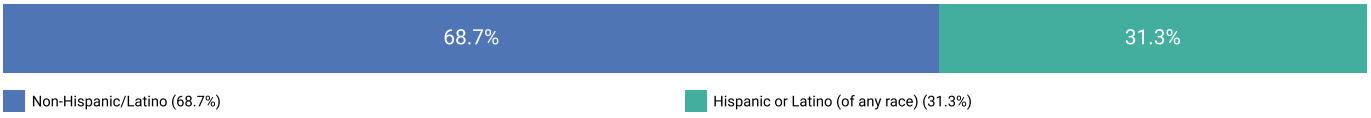
Age



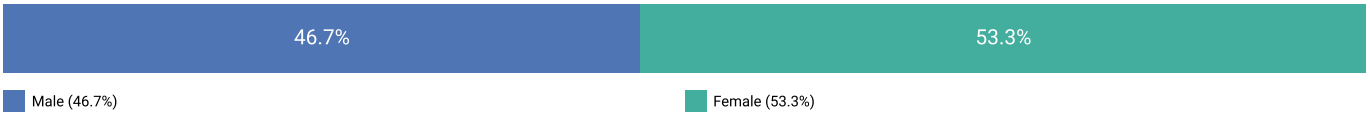
Race



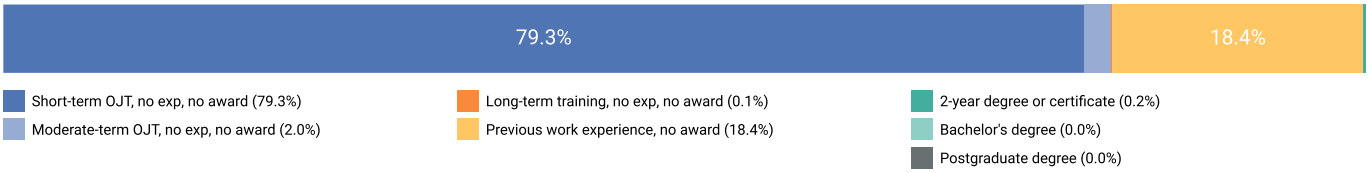
Ethnicity



Gender



Education and Training Requirements



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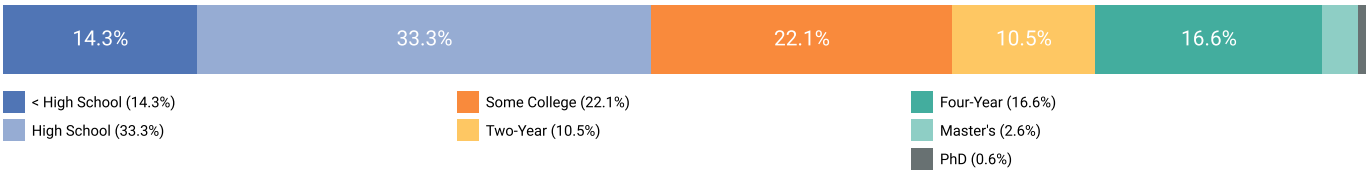
Education Profile

Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Fast Food and Counter Workers	None	None	Short-term on-the-job training
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	None	None	Short-term on-the-job training
Waiters and Waitresses	None	None	Short-term on-the-job training
Cooks, Restaurant	None	Less than 5 years	Moderate-term on-the-job training
First-Line Supervisors of Food Preparation and Serving Workers	High school diploma or equivalent	Less than 5 years	None
Cooks, Fast Food	None	None	Short-term on-the-job training
Maids and Housekeeping Cleaners	None	None	Short-term on-the-job training
Food Preparation Workers	None	None	Short-term on-the-job training
Dishwashers	None	None	Short-term on-the-job training
Bartenders	None	None	Short-term on-the-job training

The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

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Postsecondary Programs Linked to Hospitality & Tourism (CTE Cluster)

Program	Awards
American River College	
History, General	17
Restaurant, Culinary, and Catering Management/Manager	16
California State University-Sacramento	
History, General	142
Parks, Recreation, and Leisure Studies	100
Cosumnes River College	
History, General	19
Sacramento City College	
History, General	27
Sierra College	
History, General	45
Parks, Recreation, and Leisure Studies	15
University of California-Davis	
History, General	120
Woodland Community College	
Cooking and Related Culinary Arts, General	10

The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

Among postsecondary programs at schools located in the Sacramento-Roseville-Folsom, CA MSA, the sampling above identifies those most linked to Hospitality & Tourism (CTE Cluster). For a complete list see JobsEQ®, http://www.chmuraecon.com/jobseq

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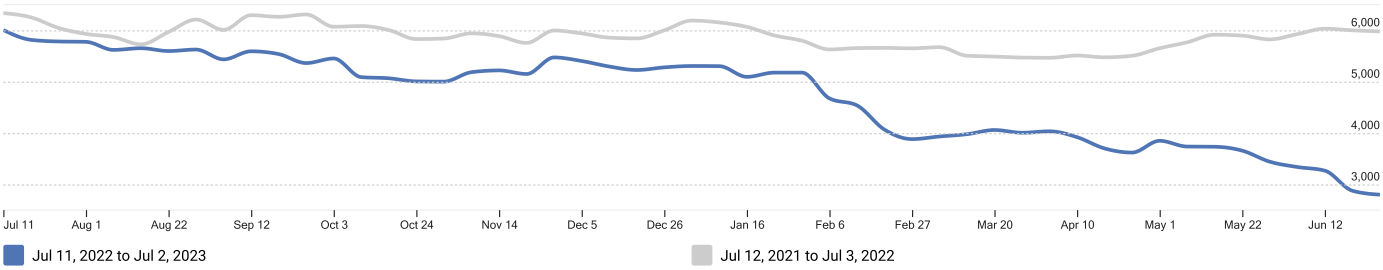
RTI (Job Postings)

Active Job Ads by Date



Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads
35-3023.00	Fast Food and Counter Workers	3,546
35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers	3,144
37-2011.00	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,773
37-1011.00	First-Line Supervisors of Housekeeping and Janitorial Workers	1,141
37-2012.00	Maids and Housekeeping Cleaners	1,141
35-2021.00	Food Preparation Workers	1,081
35-3023.01	Baristas	937
35-9099.00	Food Preparation and Serving Related Workers, All Other	932
39-9032.00	Recreation Workers	926
35-2014.00	Cooks, Restaurant	908

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Locations

Location	Active Job Ads
Sacramento, California	1,623
South Lake Tahoe, California	543
Roseville, California	367
South Lake Tahoe, CA 96150	349
Folsom, CA 95630	334
Sacramento, CA 95825	321
Davis, CA 95616	275
Roseville, CA 95678	246
Elk Grove, CA 95758	230
Truckee, California	230

Employers

Employer Name	Active Job Ads
Starbucks	1,139
Mcdonald's	658
Raley's Supermarkets	385
Taco Bell	382
PRB	366
Nugget Market, Inc.	347
Burger King	314
Cache Creek Casino Resort	255
Chili's	225
Vail Resorts	222

Source: JobsEQ®, http://www.chmuraecon.com/jobseq
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Hard Skills

Skill Name	Active Job Ads
Cash Handling (Cashier)	2,101
Ability to Lift 41-50 lbs.	1,897
Hospitality	1,183
English	1,100
Ability to Lift 51-100 lbs.	1,033
Ability to Lift 21-30 lbs.	1,002
Food Preparation	929
Restaurant Management	817
Retail Sales	814
Cash Registers	776

Job Titles

Job Title	Active Job Ads
Team Member	968
Dishwasher	327
Assistant Manager	323
Housekeeper	286
Server	283
General Manager	270
Cook	254
Barista	212
Shift Manager	211
Bartender	207

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Education Levels

Minimum Education Level	Active Job Ads
High school diploma or equivalent	5,546
Bachelor's degree	337
Associate's degree	186
Master's degree	6
Unspecified/other	16,292

Programs

Program Name	Active Job Ads
Culinary Arts	140
Hospitality Management	86
Business Administration	60
Hotel And Restaurant Management	60
Business	48
Food Service Management	26
Accounting	18
Public Administration	17
Audiology	11
Finance	11

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Top Skill and Certification Gaps

Top 10 Skill Gaps in Sacramento-Roseville-Folsom, CA MSA

Name	Candidates	Openings	Gap
Knife Skills	137	354	-217
Mathematics	390	581	-191
Polymerase Chain Reaction (PCR)	12	183	-171
Cash Registers	657	806	-149
People Skills	218	355	-136
Personal Computers (PC)	72	178	-107
Microsoft Excel	411	512	-101
Burnishers	32	131	-100
Calculators	72	143	-71
Point of Sale Systems (POS Systems)	1,021	1,090	-69

Top 10 Certification Gaps in Sacramento-Roseville-Folsom, CA MSA

Name	Candidates	Openings	Gap
First Aid Certification	169	264	-95
Commercial Driver's License (CDL)	1	53	-52
Certification in Cardiopulmonary Resuscitation (CPR)	220	235	-16
Adult CPR	0	11	-11
Secret Clearance	0	6	-6
Certified Pool/Spa Operator (CPO)	0	5	-4
Certified Professional Dog Trainer (CPDT)	7	10	-4
Certified Phlebotomy Technician (CPT)	0	3	-3
Food Safety Manager Certification	1	4	-3
Certified Chef de Cuisine (CCC)	0	3	-2

Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

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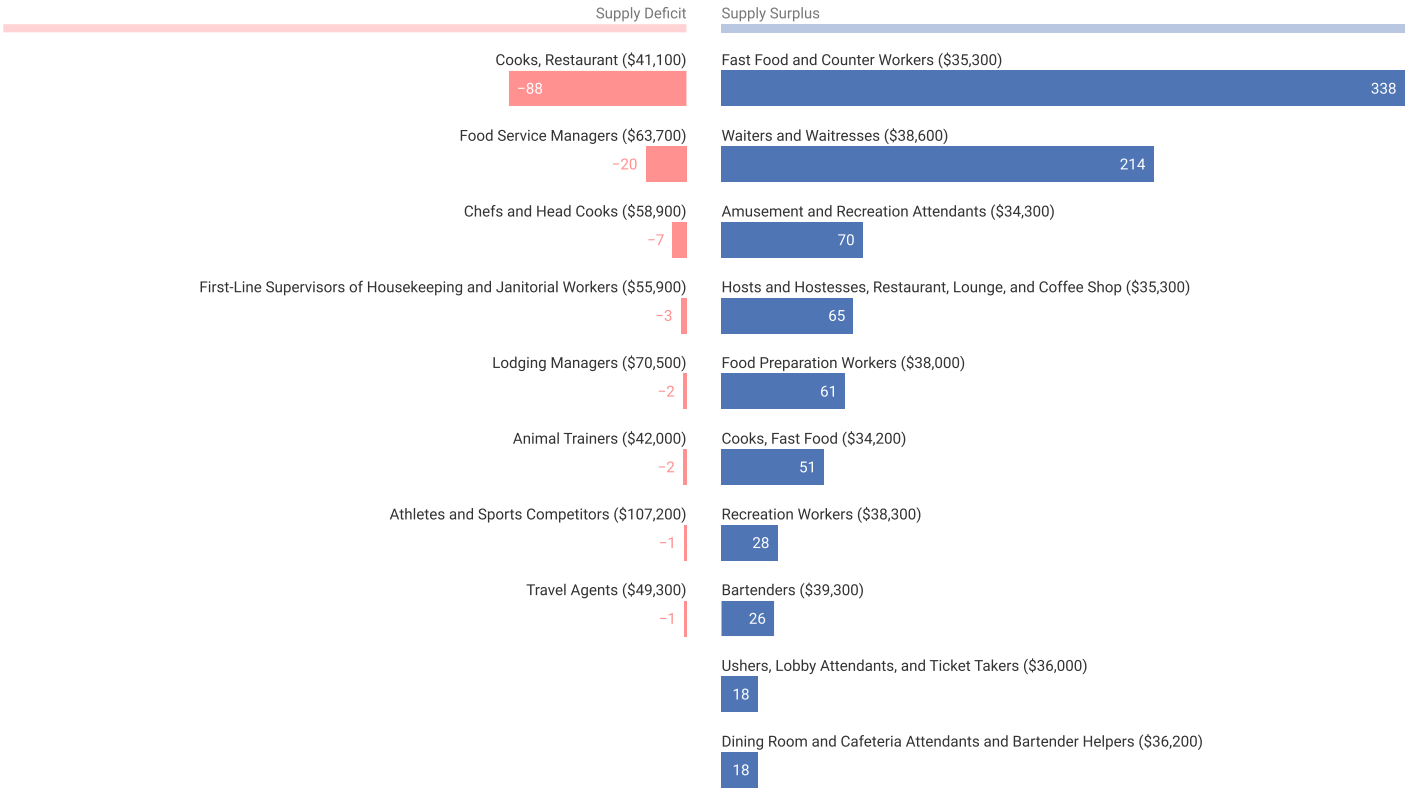
Occupation Gaps



The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.

The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

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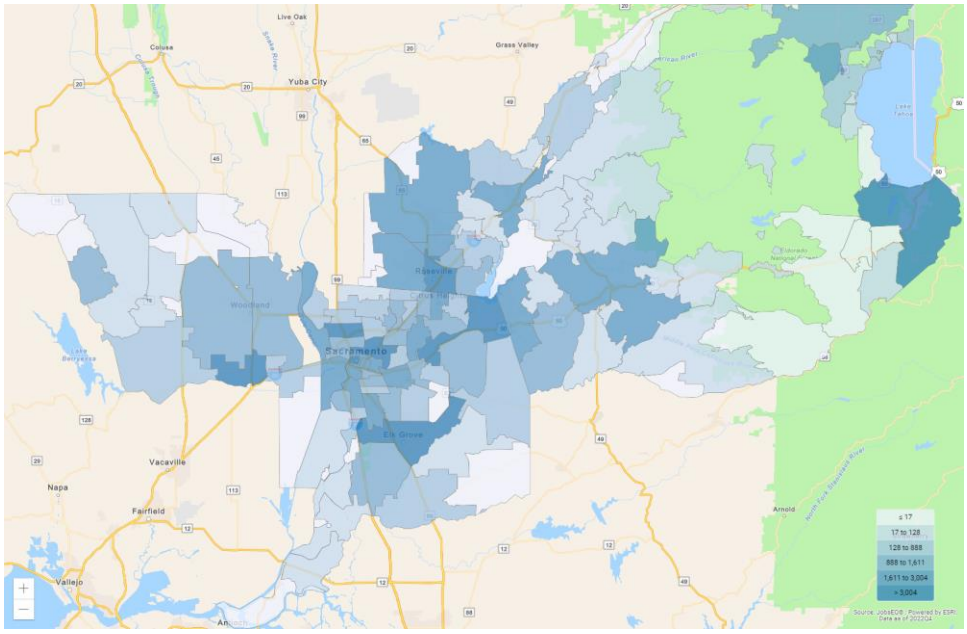
Geographic Distribution



Top ZCTAs by Place of Work for Hospitality & Tourism (CTE Cluster), 2022Q4

Region	Employment
ZCTA 95814	6,776
ZCTA 95678	5,714
ZCTA 95630	5,590
ZCTA 95825	4,647
ZCTA 95661	4,356
ZCTA 95815	4,017
ZCTA 96150	3,853
ZCTA 95758	3,287
ZCTA 95616	3,128
ZCTA 95670	3,061

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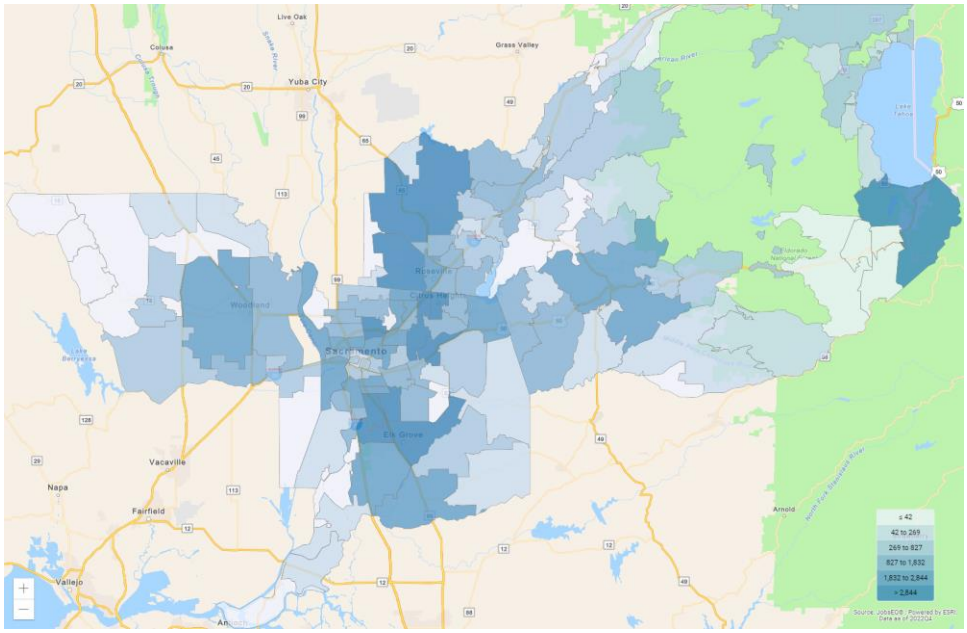

Top ZCTAs by Place of Residence for Hospitality & Tourism (CTE Cluster), 2022Q4

Region	Employment
ZCTA 95823	5,988
ZCTA 96150	4,879
ZCTA 95828	4,086
ZCTA 95624	3,518
ZCTA 95610	3,220
ZCTA 95648	3,154
ZCTA 95621	2,986
ZCTA 95758	2,940
ZCTA 95670	2,897
ZCTA 95838	2,883

"Place of work" employment is based upon the location of employers for these workers. "Place of residence" data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

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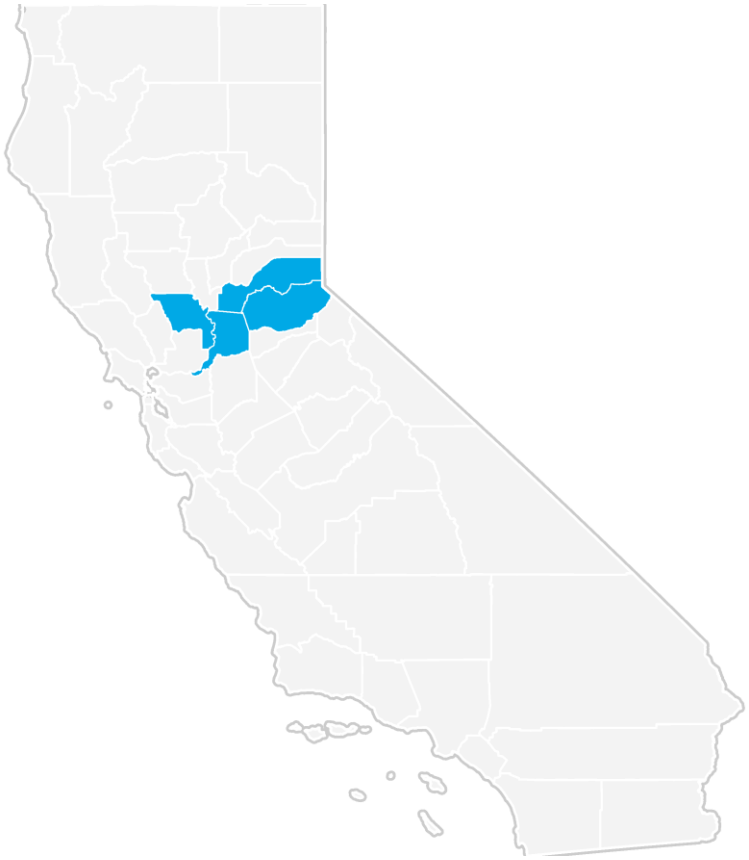
Sacramento-Roseville-Folsom, CA MSA Regional Map



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Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 07/06/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dyanamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occuaption employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendancies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

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Region Definition

Sacramento-Roseville-Folsom, CA MSA is defined as the following counties:

El Dorado County, California	Sacramento County, California
Placer County, California	Yolo County, California

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FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.

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