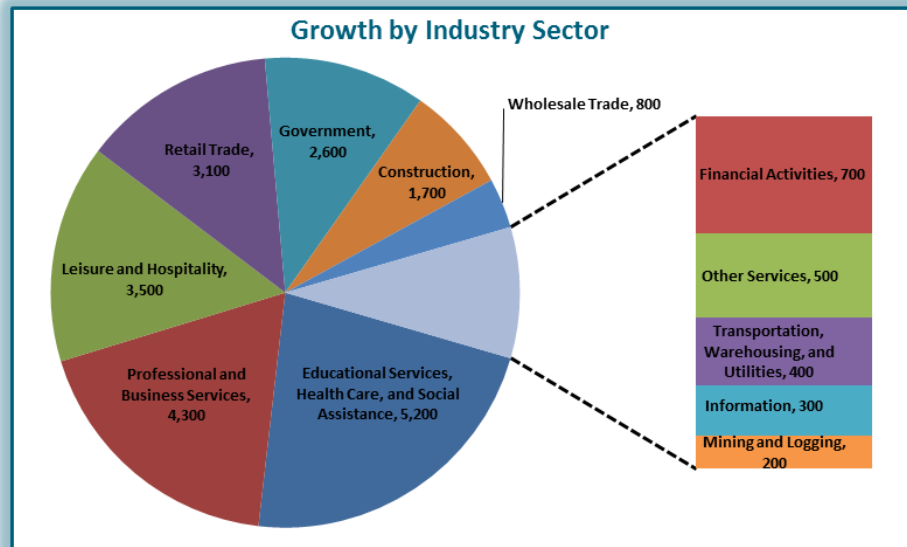


Industry Employment, which includes self-employment, unpaid family workers, private household workers, farm, and nonfarm employment in Santa Barbara County, is expected to reach 230,100 by 2020, an increase of 13.5 percent over the 10-year projections period. Twelve of 13 nonfarm industry sectors are projected to grow between 2010 and 2020.



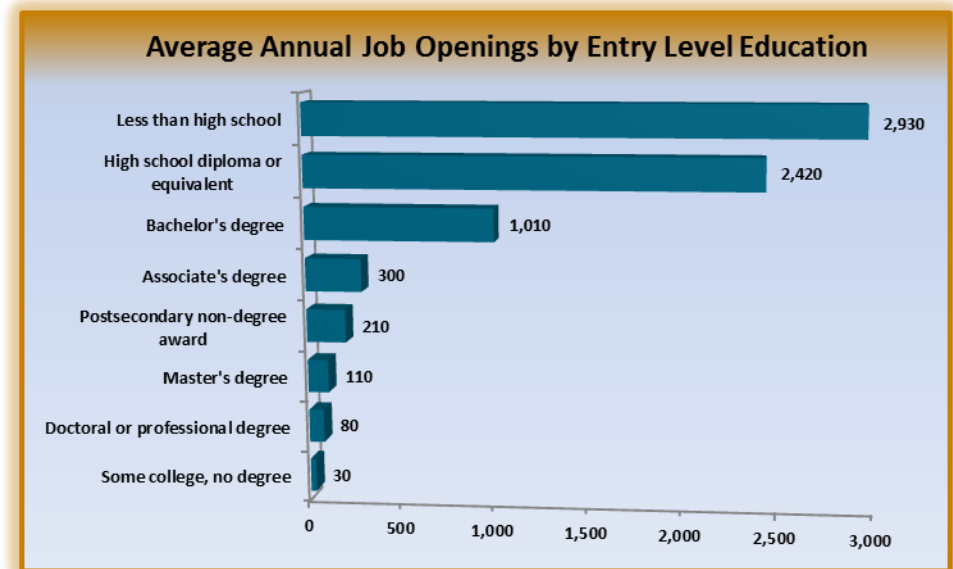
Total nonfarm employment is projected to grow by nearly 23,200 jobs by 2020. Sixty-nine percent of all projected nonfarm job growth is concentrated in four industry sectors.

- The educational services, health care, and social assistance sector is projected to add the most jobs, adding 5,200 jobs. The subsector adding the most job growth is health care and social assistance with 4,500 jobs.
- The professional and business services sector is expected to add 4,300 jobs with a growth rate of 19.9 through this period.
- The leisure and hospitality sector is estimated to add 3,500 jobs, led by the growth in accommodation and food services (3,000).
- The retail trade sector is predicted to add 3,100 jobs with almost a third of the growth concentrated in food and beverage stores (1,000).

Occupational Employment Projections forecast approximately 28,200 new jobs from industry growth and about 49,100 job openings from replacement needs for a combined total of more than 77,200 job openings.

The 50 occupations with the most job openings are forecasted to generate about 4,200 total job openings annually, which is about 55 percent of all job openings. The top three occupations with the most job openings are farmworkers and laborers, crop, nursery and greenhouse; cashiers; and waiters and waitresses. These occupations have median wages ranging from approximately \$9 to \$10 per hour and require less than a high school education. Higher-skilled occupations, requiring a bachelor's degree or higher, include elementary school teachers, except special education; accountants and auditors; and software developers, systems software.

The 50 fastest growing occupations anticipate an annual growth rate of 1.8 percent or higher. Occupations range from combined food preparation and serving workers, including fast food that require less than a high school education and earn more than \$9 per hour to pharmacists that require a doctoral or professional degree and pay median wages of more than \$64 per hour.



The following table, categorized by entry-level education, provides a summary of the fastest- and largest-growing occupations.

2010-2020 Comparison of Growing Occupations by Entry Level Education Santa Barbara County

Fastest Growing (New Jobs from Industry Growth)	Entry Level Education	Largest Growing (New Jobs and Replacement Needs)
Physical Therapists (37.5% or 120 jobs) Pharmacists (23.1% or 60 jobs) Business Teachers, Postsecondary (16.0% or 40 jobs) English Language and Literature Teachers, Postsecondary (12.5% or 50 jobs) Dentists, General (9.1% or 20 jobs)	Doctoral or Professional Degree	Physical Therapists (160 jobs) Pharmacists (130 jobs) English Language and Literature Teachers, Postsecondary (110 jobs) Lawyers (110 jobs) Business Teachers, Postsecondary (80 jobs)
Marriage and Family Therapists (25.0% or 60 jobs) Education Administrators, Postsecondary (13.6% or 30 jobs) Instructional Coordinators (12.2% or 50 jobs) Educational, Guidance, School, and Vocational Counselors (11.9% or 70 jobs) Education Administrators, Elementary and Secondary School (6.5% or 20 jobs)	Master's Degree	Educational, Guidance, School, and Vocational Counselors (200 jobs) Instructional Coordinators (150 jobs) Marriage and Family Therapists (120 jobs) Education Administrators, Elementary and Secondary School (110 jobs) Education Administrators, Postsecondary (90 jobs)
Market Research Analysts and Marketing Specialists (39.0% or 160 jobs) Training and Development Specialists (31.8% or 70 jobs) Software Developers, Applications (28.1% or 180 jobs) Cost Estimators (28.0% or 70 jobs) Software Developers, Systems Software (27.0% or 240 jobs)	Bachelor's Degree	Elementary School Teachers, Except Special Education (1,190 jobs) Accountants and Auditors (440 jobs) Software Developers, Systems Software (330 jobs) Graphic Designers (270 jobs) Management Analysts (270 jobs)
Dental Hygienists (24.0% or 60 jobs) Registered Nurses (22.9% or 670 jobs) Construction Managers (11.0% or 80 jobs) Preschool Teachers, Except Special Education (10.0% or 40 jobs) Paralegals and Legal Assistants (8.0% or 20 jobs)	Associate's Degree	Registered Nurses (1,200 jobs) General and Operations Managers (660 jobs) Preschool Teachers, Except Special Education (140 jobs) Construction Managers (130 jobs) Dental Hygienists (110 jobs)
Hairdressers, Hairstylists, and Cosmetologists (22.2% or 80 jobs) Medical Transcriptionists (18.4% or 70 jobs) Licensed Practical and Licensed Vocational Nurses (18.0% or 110 jobs) Nursing Aides, Orderlies, and Attendants (17.7% or 200 jobs) Medical Records and Health Information Technicians (17.4% or 40 jobs)	Postsecondary Non-degree Award	Nursing Aides, Orderlies, and Attendants (350 jobs) Licensed Practical and Licensed Vocational Nurses (270 jobs) Firefighters (240 jobs) Dental Assistants (200 jobs) Hairdressers, Hairstylists, and Cosmetologists (150 jobs)
Computer Support Specialists (11.5% or 100 jobs)	Some College, No Degree	Computer Support Specialists (330 jobs)
Medical Secretaries (30.9% or 300 jobs) Insurance Sales Agents (28.1% or 90 jobs) Fitness Trainers and Aerobics Instructors (27.3% or 90 jobs) Social and Human Service Assistants (25.7% or 90 jobs) Pharmacy Technicians (25.0% or 100 jobs)	High School Diploma or Equivalent	Farmers, Ranchers, and Other Agricultural Managers (1,400 jobs) Office Clerks, General (1,280 jobs) First-Line Supervisors of Office and Administrative Support Workers (840 jobs) Receptionists and Information Clerks (770 jobs) Customer Service Representatives (760 jobs)
Home Health Aides (53.2% or 410 jobs) Personal Care Aides (46.8% or 1080 jobs) Nonfarm Animal Caretakers (27.6% or 80 jobs) Butchers and Meat Cutters (25.9% or 70 jobs) Landscaping and Groundskeeping Workers (23.8% or 700 jobs)	Less than High School	Farmworkers and Laborers, Crop, Nursery, and Greenhouse (4,470 jobs) Cashiers (2,770 jobs) Waiters and Waitresses (2,500 jobs) Retail Salespersons (2,410 jobs) Combined Food Preparation and Serving Workers, Including Fast Food (1,440 jobs)

Excludes "All-Other" occupations and those with employment less than 200 in 2010.

Source: California Employment Development Department