



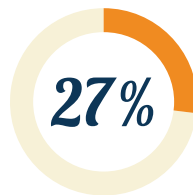
# CALIFORNIA



## 54% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



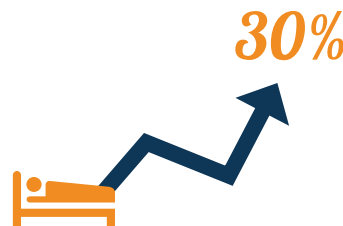
of online job ads for college graduates are for managerial and professional office occupations



of online job ads are in the consulting and business services sector



Fastest growing occupational cluster for college graduates: **blue-collar** (23% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **leisure and hospitality services** (30% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

Rank	Occupational Group
1	Software developers, applications
2	Computer occupations, all other
3	Sales representatives, wholesale and manufacturing, except technical and scientific products
4	Accountants and auditors
5	Managers, all other
6	Marketing managers
7	Registered nurses
8	Sales managers
9	Computer systems analysts
10	Medical and health services managers

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

Rank	Employer	Job Ads
1	Kaiser Permanente	1,618
2	Sutter Health	1,453
3	eBay	1,393
4	Deloitte Development LLC	1,173
5	University Of California	1,167
6	Cisco Systems Inc.	895
7	University of Southern California	852
8	Hewlett-Packard	841
9	Accenture	835
10	Qualcomm	785

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

Occupational cluster	BA+ job ads	Share of BA+ job ads (%)	All job ads	Share of all job ads (%)
Managerial and professional office	90,288	34	116,777	24
STEM	83,793	31	100,639	20
Sales and office support	34,654	13	106,957	22
Healthcare professional and technical	21,893	8	39,674	8
Community services and arts	12,889	5	20,200	4
Education	10,363	4	13,338	3
Food and personal service	5,386	2	41,646	8
Blue-collar	4,964	2	47,280	10
Social science	1,088	<1	1,110	<1
Healthcare support	759	<1	7,961	2
<b>Total</b>	<b>266,077</b>	<b>100</b>	<b>495,582</b>	<b>100</b>

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.