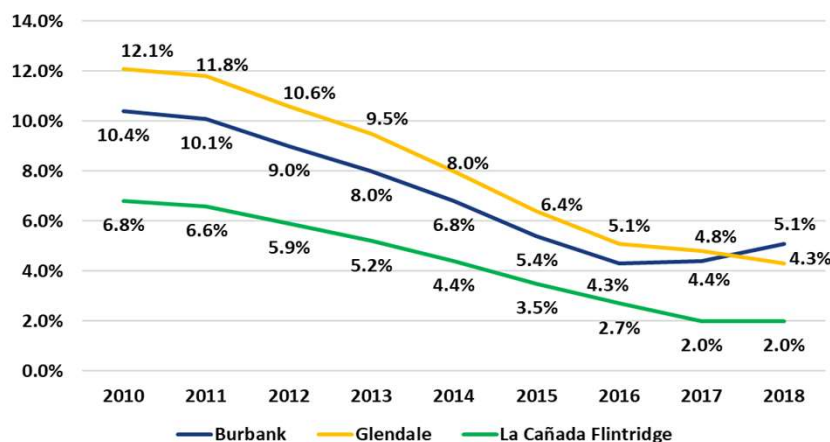


# Verdugo Workforce Development Board Labor Market Report: Verdugo Region

January 2019  
Quarterly Issue

The Verdugo Workforce Development Board (VWDB) envisions an economically vibrant, tri-city region with thriving businesses, youth, and job-seekers on career paths that reflect their highest potential.

## ANNUAL UNEMPLOYMENT RATES BY CITY

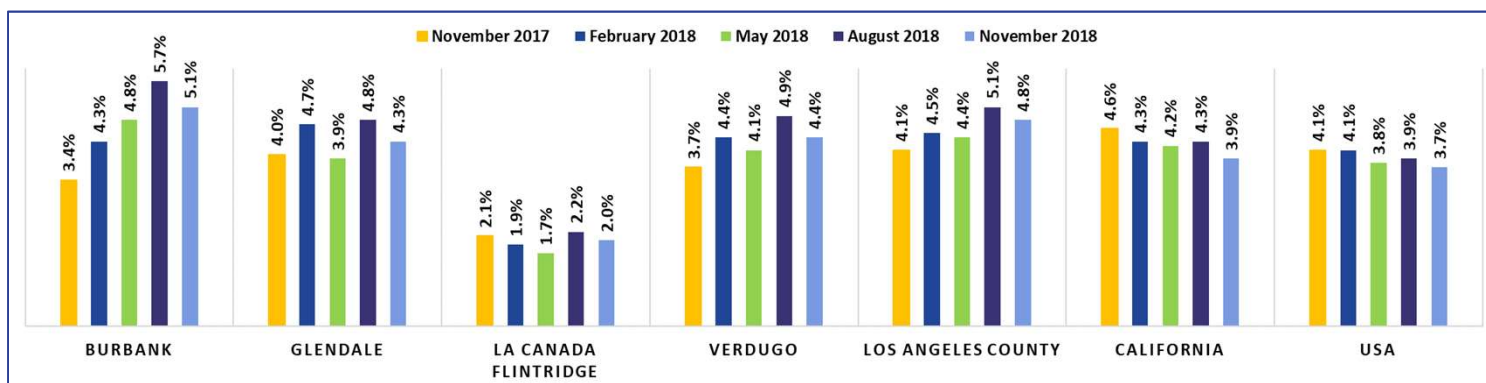


The 2018 Rate is the current quarter's unemployment rate.

## Unemployment Rates Comparison

**Verdugo:** 4.4%  
**LA County:** 4.8%  
**California:** 3.9%  
**USA:** 3.7%

## UNEMPLOYMENT RATES COMPARISON



The unemployment rates have declined in all three cities, contributing to the overall decrease in the Verdugo region. Notably, we have seen a reoccurring trend where unemployment increases dramatically in August and then decreases in November at the city, Verdugo and LA County areas. Unemployment rates are based on residency in the three cities, county and state.

## VERDUGO REGION LABOR FORCE (RESIDENTS)



9,900



60,500



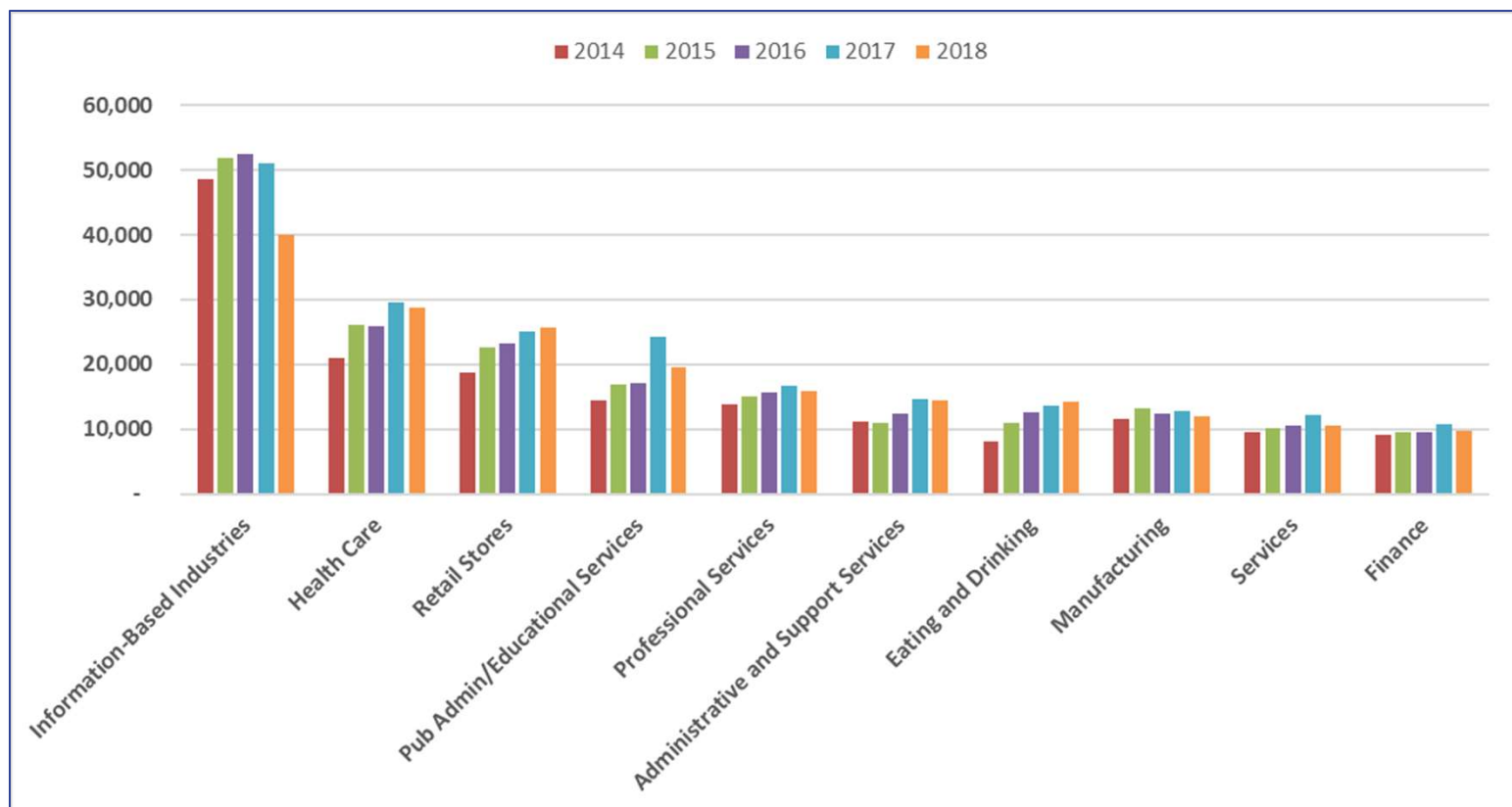
104,900



175,300

Labor force numbers are also based on EDD estimates of the number of residents who earned at least \$1 during the reporting period. These residents may be working outside of the Verdugo Consortium. The total Verdugo labor force as of November 2018 is 175,300.

## TOP 10 INDUSTRY SECTORS FOR EMPLOYMENT- VERDUGO CONSORTIUM 5 YEAR COMPARISON



Employment in the Verdugo Consortium by industry sector is based on payroll data and the number of employees for firms that are located within the three cities. Employers determine their industry sector by selecting the North American Industry Classification System (NAICS) code when they register with Dun & Bradstreet.

The *Information-Based Industries* includes publishing, broadcasting and social media; however, Information Technology falls under *Professional Services*. *Services* includes repair and maintenance as well as personal services such as housekeeping and laundry. *Administrative and Support Services* include office, employment, travel, and security services.

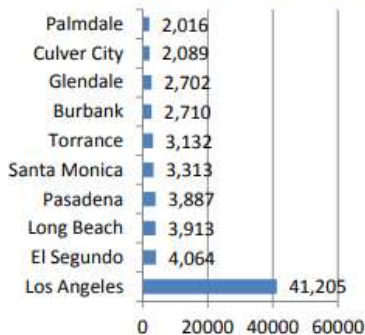
*Information-Based Industries*, *Health Care*, and *Retail Stores* have consistently been in the top 3 of the sectors for the Verdugo region for the past 5 years indicating the strength of the presence in the area. While still the top sector, we saw a 21% decline in *Information* jobs since 2017. *Health Care* saw a slight 2% decline and *Pub Admin/Educational Services* declined 19%. *Retail Stores* and *Eating & Drinking* had a modest increases of 3% and 5%, respectively. This data continues to support the target industry sectors identified by the VWDB: *Health Care*, *Entertainment*, *Retail*, *Manufacturing*, and *Professional Services/Information Technology*, all which are included in the top 10 sectors.

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## CITIES WITH THE MOST JOB ADS

**Cities with Most Job Ads**




*Help Wanted Online from The Conference Board and WANTED Technologies report the top ten cities in the Los Angeles County with the most job ads. Consistently, Burbank and Glendale are reported amongst these top ten cities with the number of job ads posted for the reporting month. This indicates the economic vibrancy of the businesses in the Verdugo community relative to the other cities located in the region.*

## TOP OCCUPATIONS IN JOB ADS- VERDUGO AREA

OCCUPATION	# OF JOB ADS
1. Registered Nurses	392
2. Software Developers, Applications	304
3. Retail Salespersons	291
4. First-Line Supervisors of Retail Sales Workers	193
5. Security Guards	169
6. Marketing Managers	140
7. Customer Service Representatives	125
8. Network and Computer Systems Administrators	123
9. Market Research Analysts and Marketing Specialists	120
10. Accountants	110

Overall there was a 43% increase in job ads in the top 10 occupations (596 more ads). Registered Nurses jumped to the #1 spot with an 121% increase in ads. Software Developers dropped to #2 but still had a 52% increase in the number of ads. Retail Salespersons rounds out the top 3, moving up from #4 from last quarter. Marketing Manager Job ads dropped 23% and moved to the #6 spot. Network & Computer Systems Admins, Market Research Analysts and Marketing Specialists, and Accountants are new to the top 10 list, replacing Information Technology Project Managers, Executive Secretaries and Executive Admin Assistants, and Computer User Support Specialists.

## TOP 5 EMPLOYERS POSTING JOBS – VERDUGO AREA

				
445 Ads (+3%)	192 Ads NEW	146 Ads (+22%)	166 Ads NEW	100 Ads (+42%)

\*Increase/Decrease from October 2018 Verdugo LMI report. Adventist and White Memorial replaced Robert Half International and NBCUniversal

Source: Employment Development Department Labor Market Information Division  
Reporting Period: December 2018 for activity in the month of November 2018

## DEFINITIONS

**Labor force:** Persons classified as employed or unemployed.

**Employed persons:** Persons 16 years and over in the civilian noninstitutional population who, during the reference week, (a) did any work at all (at least 1 hour) as paid employees; worked in their own business, profession, or on their own farm, or worked 15 hours or more as unpaid workers in an enterprise operated by a member of the family; and (b) all those who were not working but who had jobs or businesses from which they were temporarily absent because of vacation, illness, bad weather, childcare problems, maternity or paternity leave, labor-management dispute, job training, or other family or personal reasons, whether or not they were paid for the time off or were seeking other jobs. Each employed person is counted only once, even if he or she holds more than one job. Excluded are persons whose only activity consisted of work around their own house (painting, repairing, or own home housework) or volunteer work for religious, charitable, and other organizations.

**Unemployed persons:** Persons aged 16 years and older who had no employment during the reference week, were available for work, except for temporary illness, and had made specific efforts to find employment sometime during the 4-week period ending with the reference week. Persons who were waiting to be recalled to a job from which they had been laid off need not have been looking for work to be classified as unemployed.

**Unemployment rate:** The unemployment rate represents the number unemployed as a percent of the labor force.