

N E W S R E L E A S E

News Release No.: 12-44

Date: August 30, 2012

Labor Day 2012: California Leading the Nation in Job Growth
Jobs in demand in the state and regionally are also highlighted

NOTE TO EDITORS: Job opening data is available on a state level and 12 metropolitan regions: *Bakersfield; the San Francisco Bay Area; the Central Coast; Chico; Fresno; the Inland Empire; Los Angeles-Orange County; the North Coast; Redding; Sacramento; San Diego; and the South Coast.* More information below and at [Labor Day 2012: Today and Beyond](#).

Video soundbites available in [ENGLISH](#) and [SPANISH](#).

SACRAMENTO – California added jobs at the fastest year-over pace in 11 years, the state is outperforming the nation and all but a handful of small states in job creation, and the upward trend seems likely to continue, according to the annual Labor Day Briefing from the state Employment Development Department (EDD).

“California’s economy was hurt by the reckless acts of Wall Street financiers, but the Golden State remains a center of robust innovation and is leading the nation in job growth,” said Governor Brown. “Small businesses and major companies like Samsung, Sun Edison, Dell, Bayer Healthcare, and Zollner Electronics have expanded their operations, bringing thousands of new jobs to California.”

“This Labor Day, workers can celebrate the fact that job growth is increasing in California and we have added the highest number of jobs in the nation over the past year,” said EDD Director Pam Harris. “Over the past two years, California has been making steady, substantial job gains. As the state’s economy continues to gain strength, we believe that the upswing in job growth is here to stay.”

“California’s entrepreneurs are once again leading the state on a path to prosperity,” said Governor Brown’s Senior Jobs Advisor Mike Rossi. “The state’s private sector job growth, 572,500 new jobs since the recession, outpaces the rest of the nation.”

(more)

While private job gains are showing the most strength, California has added more than half a million nonfarm jobs in total since the recovery began in September 2009. Over the three months ending in July 2012, California gained 116,100 total nonfarm payroll jobs, for an average gain of 38,700 jobs per month, with the private sector growing even faster, gaining an average of 39,500 jobs per month. In fact, in the 12 months ending in July 2012, California's private sector has shown its strongest year-over job growth since March 2001, gaining 324,400 jobs.

The annual [Labor Day Briefing for California](#) report, available on EDD's website at www.edd.ca.gov, provides an overview of California's economy, and highlights trends in the state's main industries and top occupations. The report shows that the unemployment rate has fallen steadily from the peak of 12.4 percent in October 2010 to 10.7 percent in July 2012, and job growth over the last year has been broad-based across most of the state's economy, including the hard hit construction and financial activities sectors.

Propelled by strong demand for high technology and information technology goods and services, the report shows that California continues its role as the nation's high-tech employment leader, with the largest year-over job gains by far being seen in the professional and business services sector, which gained 115,600 jobs.

Today and Beyond: Jobs in demand in California and 12 metro regions

EDD's accompanying "Today and Beyond" Labor Day public education campaign highlights another measure of the state's improving economy. The number of advertised job openings in California has increased 9.2 percent over the last year.

The campaign is designed to give job seekers more tools to connect with the increasing employment opportunities in California. The EDD's Labor Market Information Division (LMID) has identified the top current and projected job listings for the state and major metropolitan areas, along with educational requirements and average earnings of those jobs.

The top job openings are broken down into 12 metropolitan regions: Bakersfield; the San Francisco Bay Area; the Central Coast; Chico; Fresno; the Inland Empire; Los Angeles-Orange-Ventura; the North Coast; Redding; Sacramento; San Diego; and the South Coast.

Featured along with the job openings is a "**Toolbox for Job Seekers**" to help make job searches a little easier. It includes information about the statewide network of One-Stop Career Centers operated by EDD and local partners. Career specialists at the centers provide personalized job search assistance and free access to the Internet, phones and faxes.

The toolbox also includes Internet links to a wide range of sites offering career guidance, job search and training assistance. In addition, you will find a list of common skills and work activities associated with current job opportunities.

(more)

Job Ad Highlights

Over the four month period ending July 2012, the number of jobs advertised online throughout California has increased 9.2 percent as compared to the same four month period in 2011, according to LMID. Among the largest increases statewide were:

- Software developers: up 19 percent, to 38,510;
- Computer support specialists, up 8.4 percent, to 15,607; and
- Retail salespersons, up 11.8 percent, to 27,972.

Over the last year, California employers placed 35,212 ads for registered nurses, 24,330 for marketing managers, and 25,851 for executive secretaries and administrative assistants.

In looking at jobs in demand, EDD highlighted jobs from three different educational levels. The top jobs statewide and in many regions include:

- Bachelor's Degree or Higher – accountants and auditors with average annual wage of \$69,000
- Education Beyond High School – registered nurses with average annual wage of \$89,500
- High School Diploma or Equivalent – retail sales representatives with average annual wage of \$22,000

There are regional differences in the jobs that are in demand: in the oil-rich Bakersfield region, petroleum engineers are in high demand at annual salaries of \$115,000 a year. In the technology hub of Silicon Valley and San Francisco, software developers, at \$114,000 a year, top the list of ads for occupations requiring a bachelor's degree.

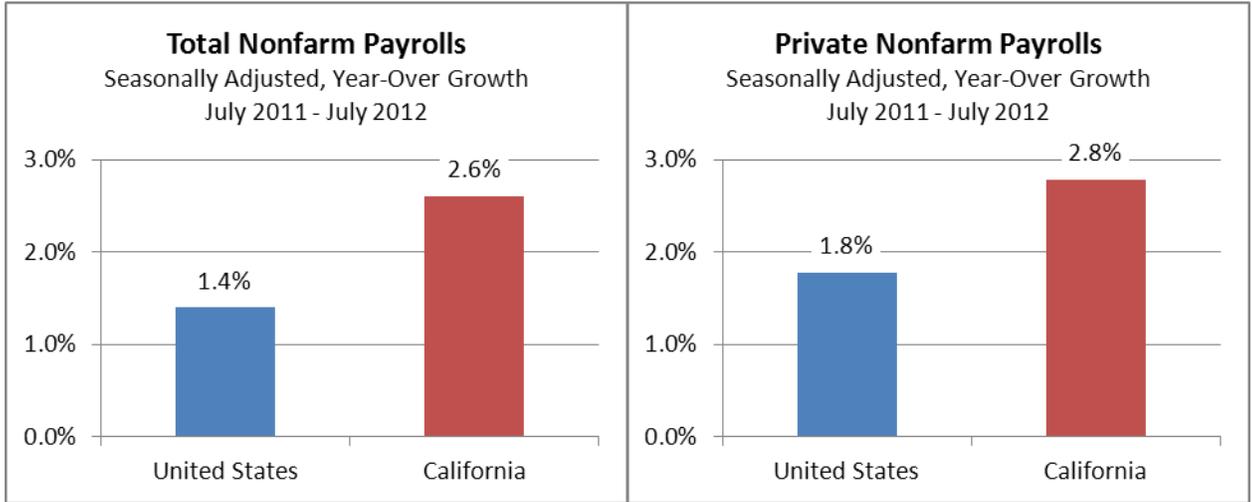
The online job ad data came from The Conference Board Help Wanted OnLine™ (HWOL) data series, which compiles, analyzes, and categorizes job ads from online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's Internet job listing system.

The campaign also lists the top projected job openings from 2011 through 2013, and a few interesting occupations appearing or reappearing on California's horizon, including "scrum master," "gold miner" and "customer service representative."

YEAR-OVER CHANGE BY PERCENTAGE IN U.S. AND CALIFORNIA NONFARM PAYROLLS

(chart follows on next page)

YEAR-OVER CHANGE BY PERCENTAGE IN U.S. AND CALIFORNIA NONFARM PAYROLLS



###