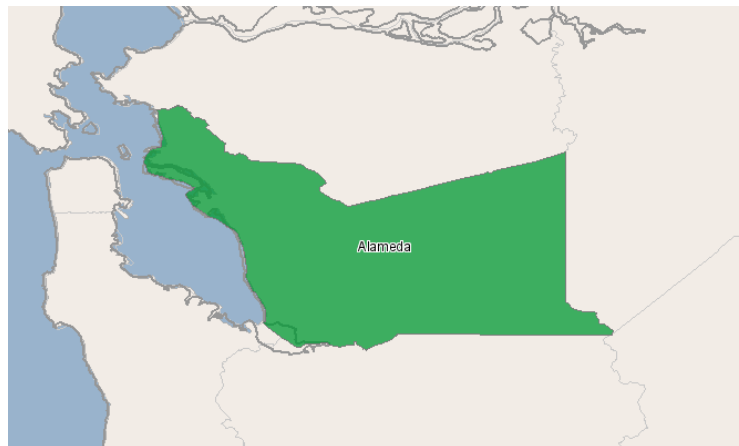


Mission College (West Valley Mission CCD)



3000 Mission College Blvd.
Santa Clara, California 95054

All Reports



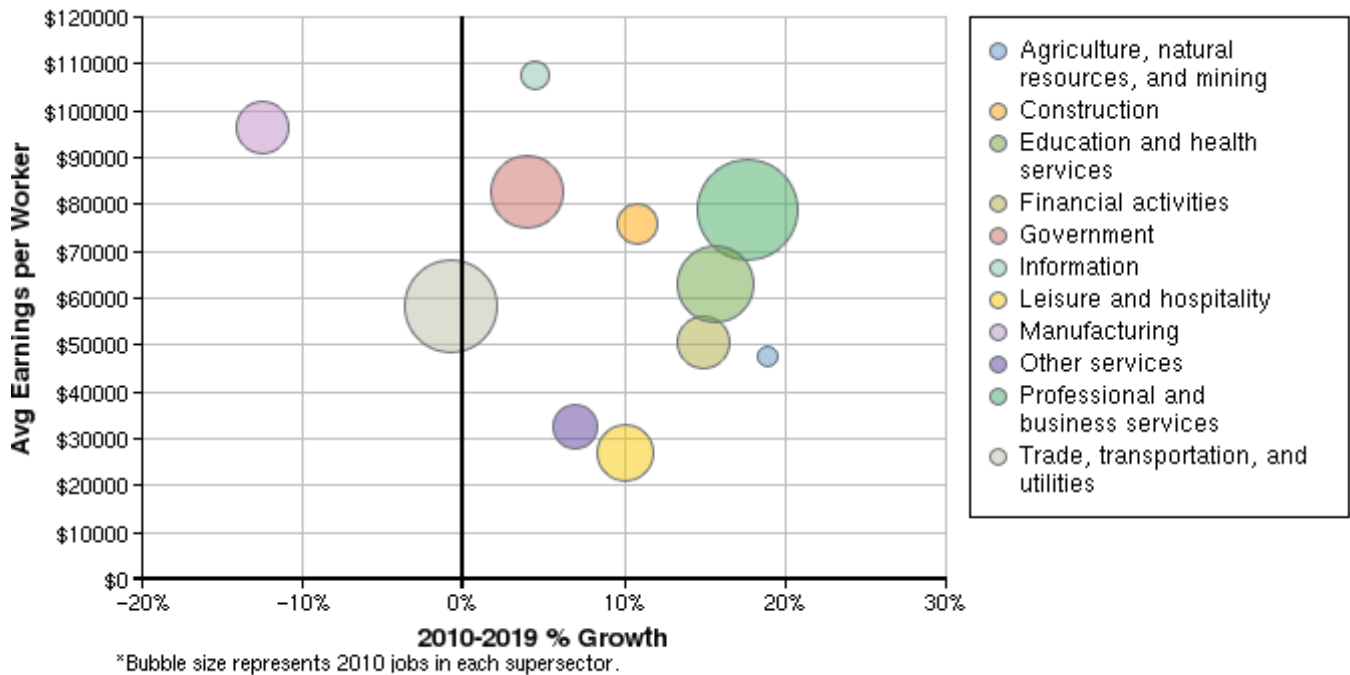
Region Info

Region: Alameda County

County Areas: Alameda, California (6001)

Industry Size and Growth

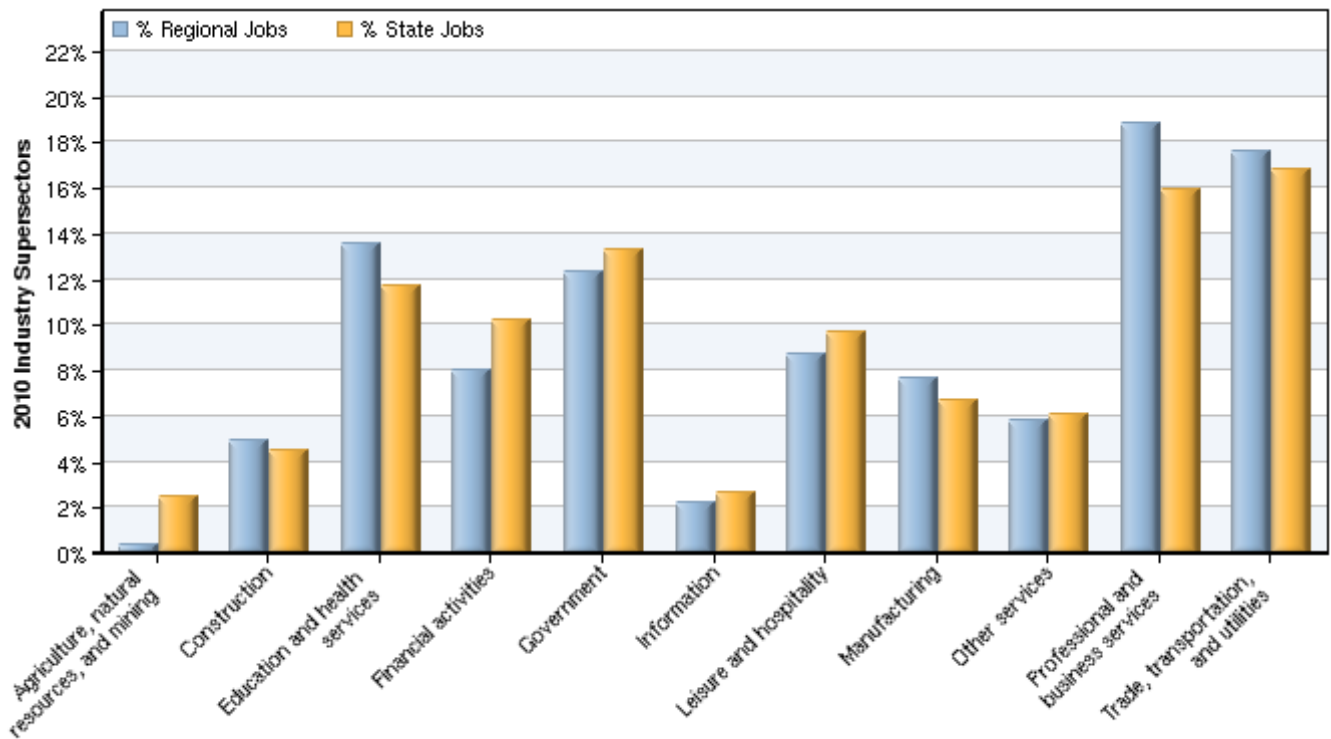
2010 - 2019 Size and Growth



| Description | 2010 Jobs | 2019 Jobs | Growth | % Growth | 2011 EPW |
|--|-----------|-----------|--------|----------|-----------|
| Agriculture, natural resources, and mining | 2,892 | 3,440 | 548 | 19% | \$47,674 |
| Construction | 42,190 | 46,720 | 4,530 | 11% | \$76,070 |
| Education and health services | 115,420 | 133,540 | 18,120 | 16% | \$62,808 |
| Financial activities | 68,263 | 78,431 | 10,168 | 15% | \$50,400 |
| Government | 104,891 | 109,064 | 4,173 | 4% | \$82,877 |
| Information | 18,565 | 19,385 | 820 | 4% | \$107,629 |
| Leisure and hospitality | 74,214 | 81,658 | 7,444 | 10% | \$26,939 |
| Manufacturing | 64,982 | 56,876 | -8,106 | -12% | \$96,299 |
| Other services | 49,535 | 52,999 | 3,464 | 7% | \$32,409 |
| Professional and business services | 160,430 | 188,691 | 28,261 | 18% | \$78,827 |
| Trade, transportation, and utilities | 149,484 | 148,275 | -1,209 | -1% | \$58,207 |
| Total | 850,868 | 919,080 | 68,212 | 8% | \$65,743 |

Source: EMSI Complete Employment - 2011.2

2010 Industrial Makeup

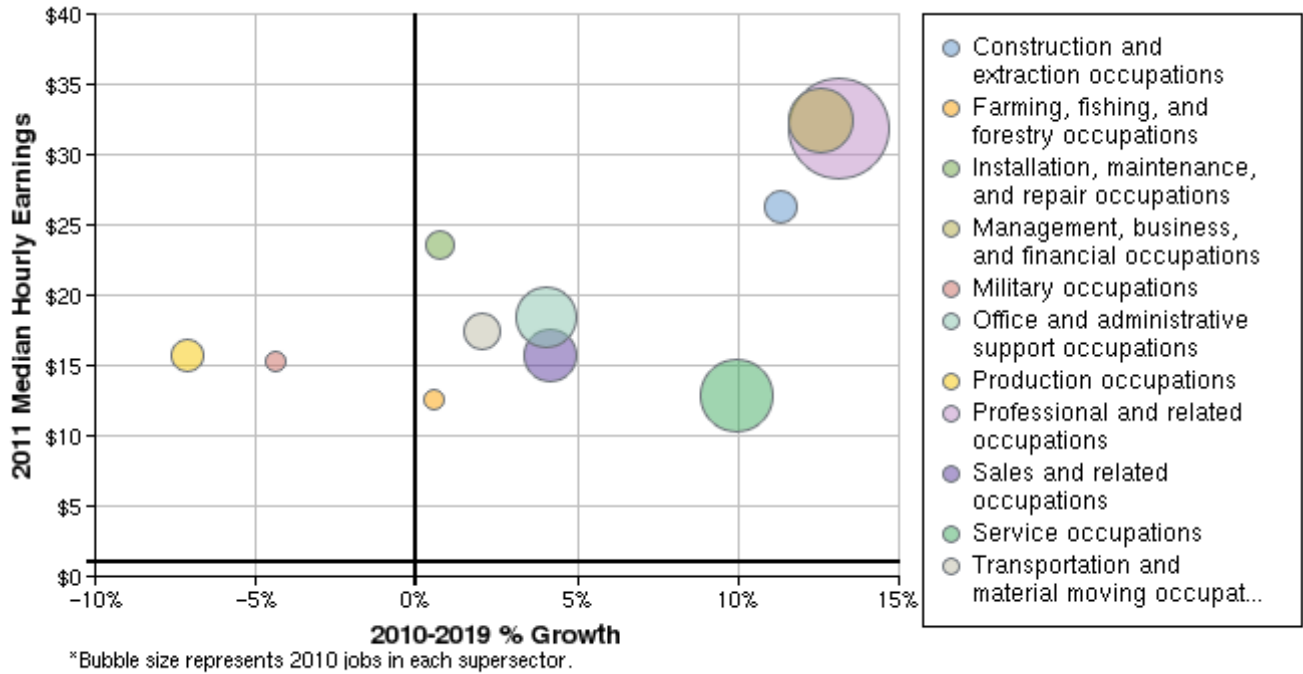


| Description | 2010 Regional Jobs | % Regional Jobs | 2010 State Jobs | % State Jobs |
|--|--------------------|-----------------|-----------------|--------------|
| Agriculture, natural resources, and mining | 2,892 | 0.3% | 488,062 | 2.5% |
| Construction | 42,190 | 5.0% | 880,911 | 4.5% |
| Education and health services | 115,420 | 13.6% | 2,290,583 | 11.7% |
| Financial activities | 68,263 | 8.0% | 2,011,022 | 10.2% |
| Government | 104,891 | 12.3% | 2,609,080 | 13.3% |
| Information | 18,565 | 2.2% | 512,903 | 2.6% |
| Leisure and hospitality | 74,214 | 8.7% | 1,904,111 | 9.7% |
| Manufacturing | 64,982 | 7.6% | 1,318,942 | 6.7% |
| Other services | 49,535 | 5.8% | 1,198,143 | 6.1% |
| Professional and business services | 160,430 | 18.9% | 3,126,241 | 15.9% |
| Trade, transportation, and utilities | 149,484 | 17.6% | 3,292,653 | 16.8% |

Source: EMSI Complete Employment - 2011.2

Occupation Size and Growth

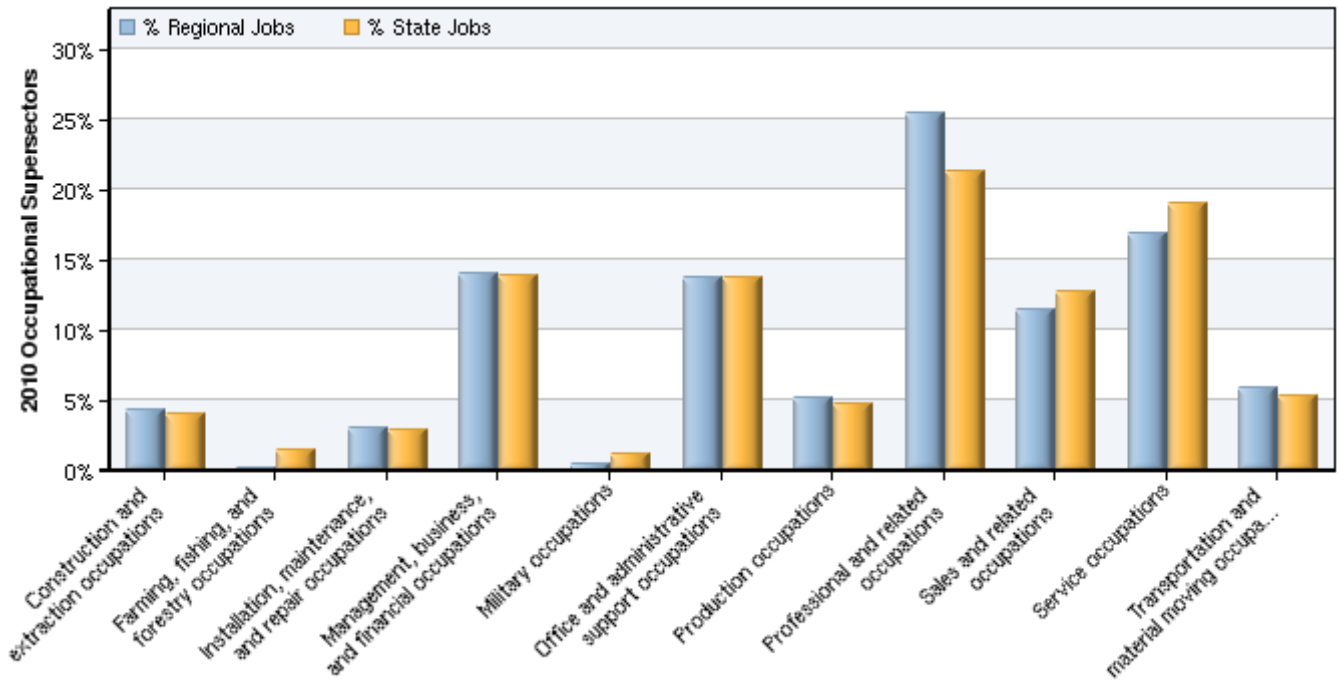
2010 - 2019 Size and Growth



| Description | 2010 Jobs | 2019 Jobs | Growth | % Growth | 2011 Median Hourly Earnings |
|---|----------------|----------------|---------------|-----------|-----------------------------|
| Construction and extraction occupations | 36,488 | 40,618 | 4,130 | 11% | \$26.26 |
| Farming, fishing, and forestry occupations | 1,176 | 1,182 | 6 | 1% | \$12.50 |
| Installation, maintenance, and repair occupations | 25,253 | 25,436 | 183 | 1% | \$23.55 |
| Management, business, and financial occupations | 118,901 | 133,879 | 14,978 | 13% | \$32.47 |
| Military occupations | 3,619 | 3,460 | -159 | -4% | \$15.31 |
| Office and administrative support occupations | 116,332 | 121,006 | 4,674 | 4% | \$18.36 |
| Production occupations | 43,858 | 40,730 | -3,128 | -7% | \$15.77 |
| Professional and related occupations | 215,959 | 244,257 | 28,298 | 13% | \$31.87 |
| Sales and related occupations | 97,091 | 101,094 | 4,003 | 4% | \$15.76 |
| Service occupations | 142,915 | 157,132 | 14,217 | 10% | \$12.81 |
| Transportation and material moving occupations | 49,275 | 50,285 | 1,010 | 2% | \$17.44 |
| Total | 850,868 | 919,080 | 68,212 | 8% | \$22.84 |

Source: EMSI Complete Employment - 2011.2

2010 Occupational Makeup

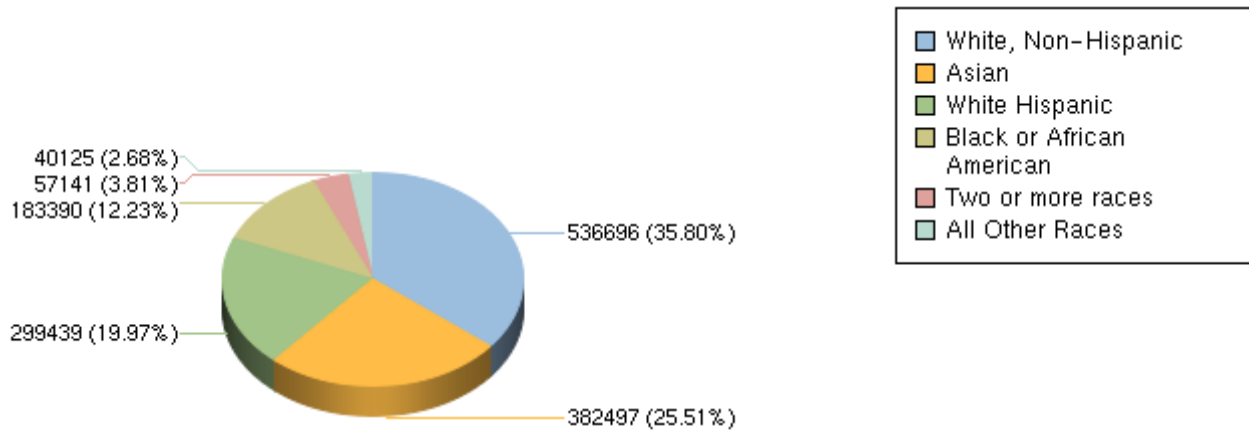


| Description | 2010 Regional Jobs | % Regional Jobs | 2010 State Jobs | % State Jobs |
|---|--------------------|-----------------|-----------------|--------------|
| Construction and extraction occupations | 36,488 | 4.3% | 773,053 | 3.9% |
| Farming, fishing, and forestry occupations | 1,176 | 0.1% | 282,983 | 1.4% |
| Installation, maintenance, and repair occupations | 25,253 | 3.0% | 569,395 | 2.9% |
| Management, business, and financial occupations | 118,901 | 14.0% | 2,726,574 | 13.9% |
| Military occupations | 3,619 | 0.4% | 221,963 | 1.1% |
| Office and administrative support occupations | 116,332 | 13.7% | 2,694,206 | 13.7% |
| Production occupations | 43,858 | 5.2% | 928,416 | 4.7% |
| Professional and related occupations | 215,959 | 25.4% | 4,169,709 | 21.2% |
| Sales and related occupations | 97,091 | 11.4% | 2,496,414 | 12.7% |
| Service occupations | 142,915 | 16.8% | 3,727,339 | 19.0% |
| Transportation and material moving occupations | 49,275 | 5.8% | 1,042,599 | 5.3% |

Source: EMSI Complete Employment - 2011.2

Demographic Overview

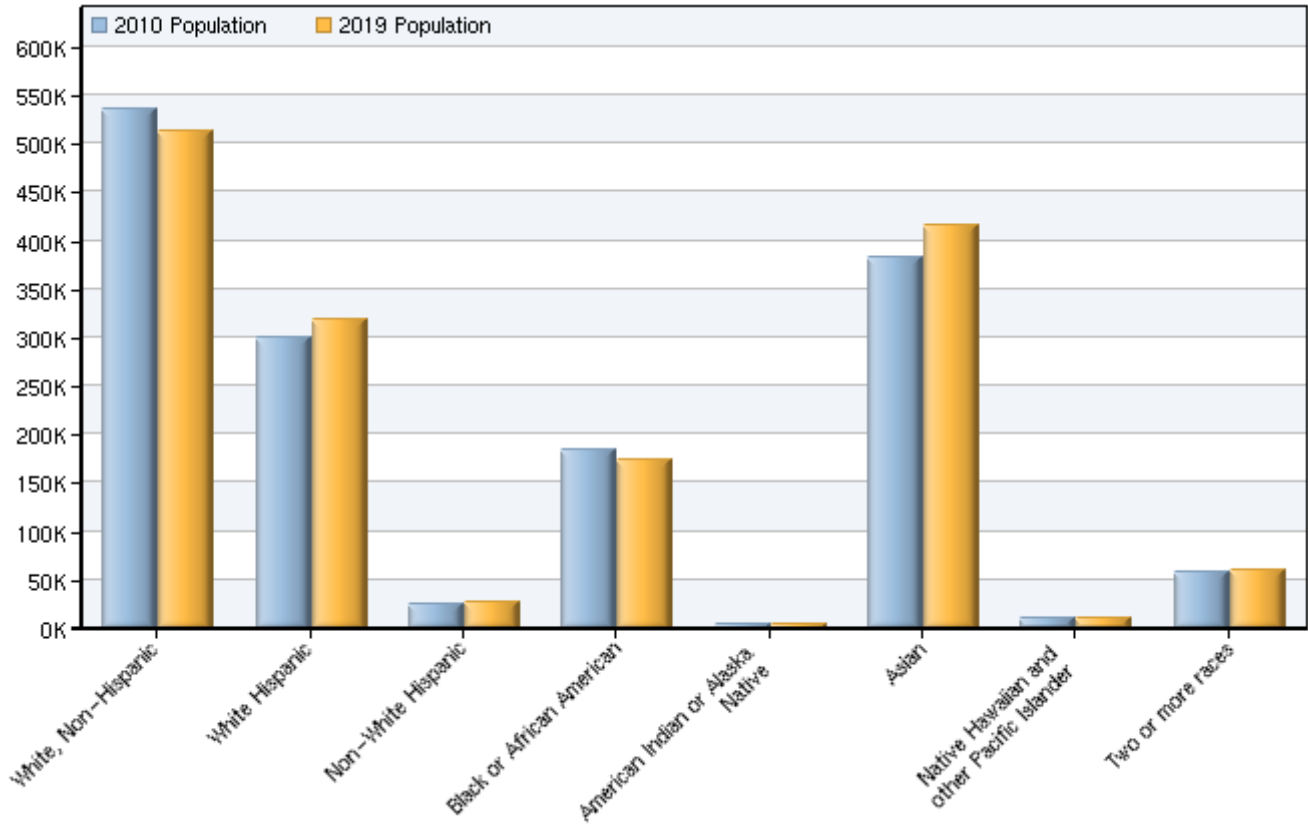
2010 Race/Ethnicity Breakdown



| Ethnicity | 2010 Population | % of Region |
|--|-----------------|-------------|
| White, Non-Hispanic | 536,696 | 35.80% |
| White Hispanic | 299,439 | 19.97% |
| Non-White Hispanic | 24,613 | 1.64% |
| Black or African American | 183,390 | 12.23% |
| American Indian or Alaska Native | 4,922 | 0.33% |
| Asian | 382,497 | 25.51% |
| Native Hawaiian and other Pacific Islander | 10,590 | 0.71% |
| Two or more races | 57,141 | 3.81% |

Source: EMSI Complete Employment - 2011.2

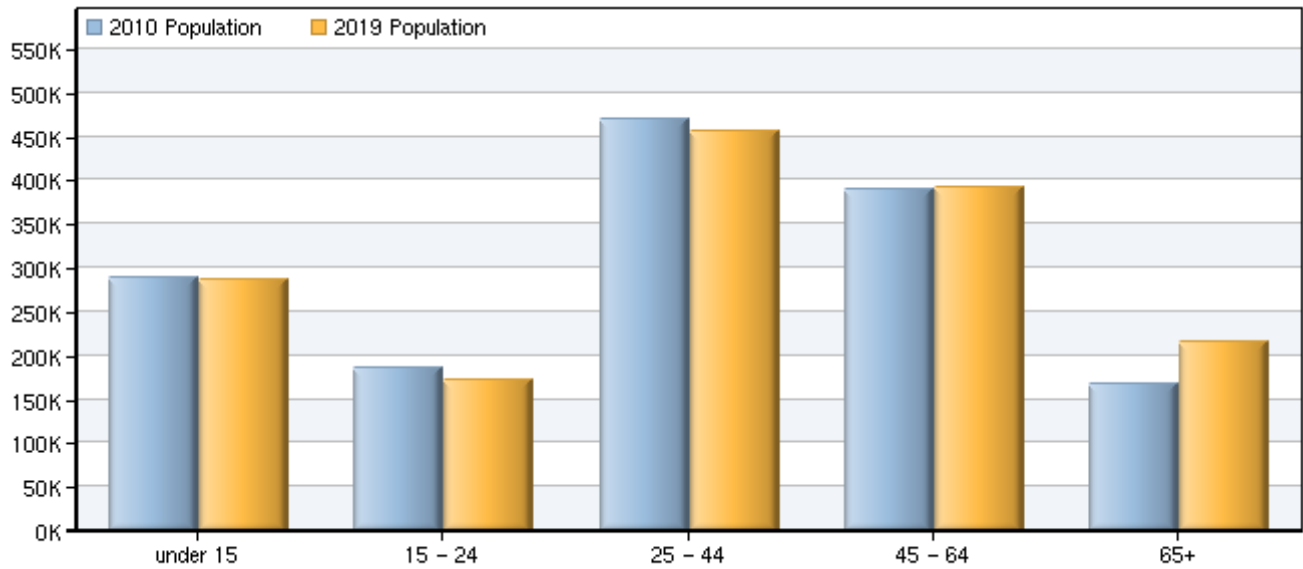
2010 - 2019 Race/Ethnicity Size and Growth



| Race/Ethnicity | 2010 Population | 2019 Population | Change | % Change |
|--|------------------|------------------|---------------|-----------|
| White, Non-Hispanic | 536,696 | 512,725 | -23,971 | -4% |
| White Hispanic | 299,439 | 319,264 | 19,825 | 7% |
| Non-White Hispanic | 24,613 | 26,266 | 1,653 | 7% |
| Black or African American | 183,390 | 173,009 | -10,381 | -6% |
| American Indian or Alaska Native | 4,922 | 4,704 | -218 | -4% |
| Asian | 382,497 | 414,865 | 32,368 | 8% |
| Native Hawaiian and other Pacific Islander | 10,590 | 11,159 | 569 | 5% |
| Two or more races | 57,141 | 60,755 | 3,614 | 6% |
| Total | 1,499,289 | 1,522,748 | 23,459 | 2% |

Source: EMSI Complete Employment - 2011.2

2010 - 2019 Age Size and Growth



| Age | 2010 Population | 2019 Population | Change | % Change |
|----------|-----------------|-----------------|---------|----------|
| under 15 | 289,007 | 286,451 | -2,556 | -1% |
| 15 - 24 | 184,786 | 171,907 | -12,879 | -7% |
| 25 - 44 | 468,703 | 456,640 | -12,063 | -3% |
| 45 - 64 | 390,439 | 392,967 | 2,528 | 1% |
| 65+ | 166,354 | 214,782 | 48,428 | 29% |
| Total | 1,499,289 | 1,522,748 | 23,459 | 2% |

Source: EMSI Complete Employment - 2011.2

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include US Census Bureau annual estimates, birth and mortality rates from the US Health Department, and projected regional job growth.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department.