



Alameda County Economic Overview

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August 21, 2024

Today's Topics

Labor Force Data (Alameda County & Sub Areas)

Industry Employment (Oakland Metropolitan Division (MD)/Alameda County)

Oakland MD Projections

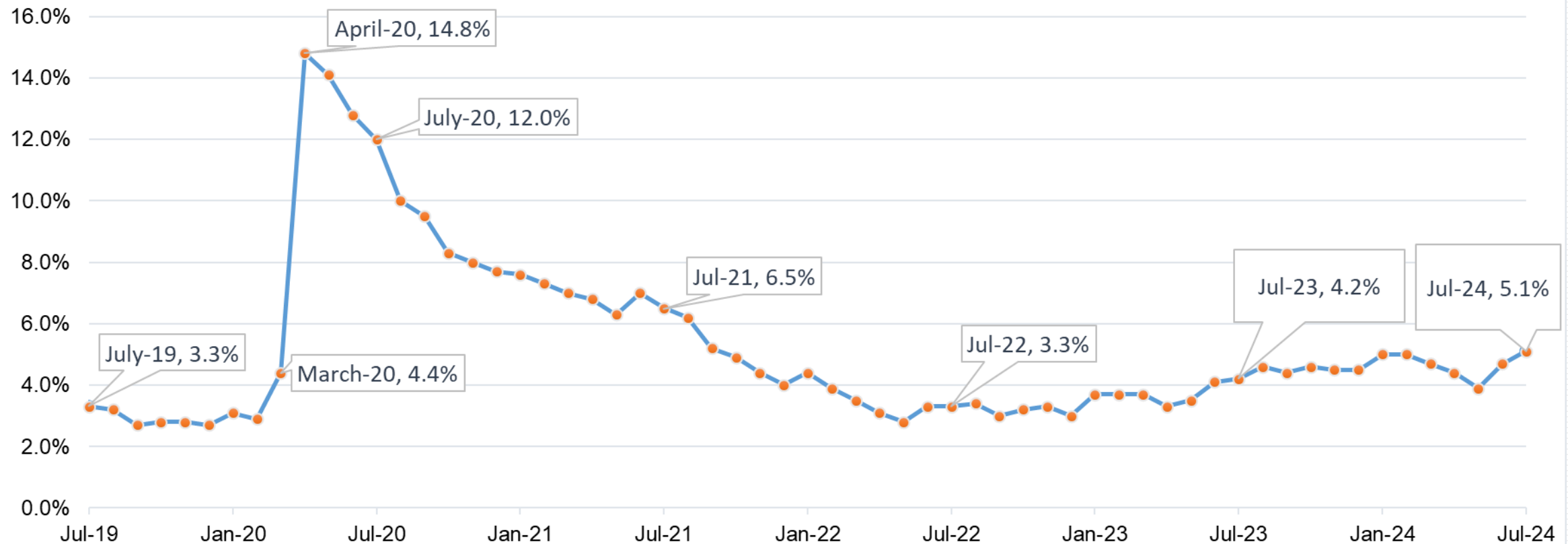
Online Job Vacancy Statistics Data (Alameda County)

Unemployment Insurance Claims Dashboard

Alameda County Historical Unemployment Rate

Unemployment Rate Five-Year Trend July 2019- July 2024

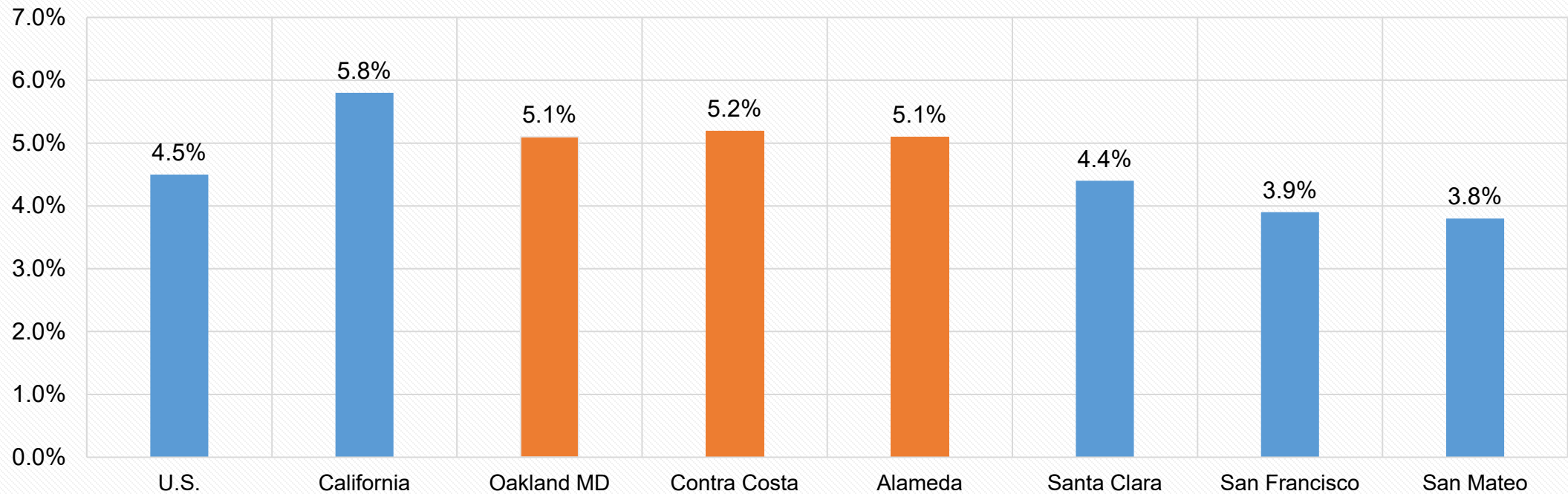
[Source: EDD, Labor Market Information Division, Local Area Unemployment Statistics. Preliminary estimates, not seasonally adjusted. Compiled by Juliet Moeur, Labor Market Consultant]



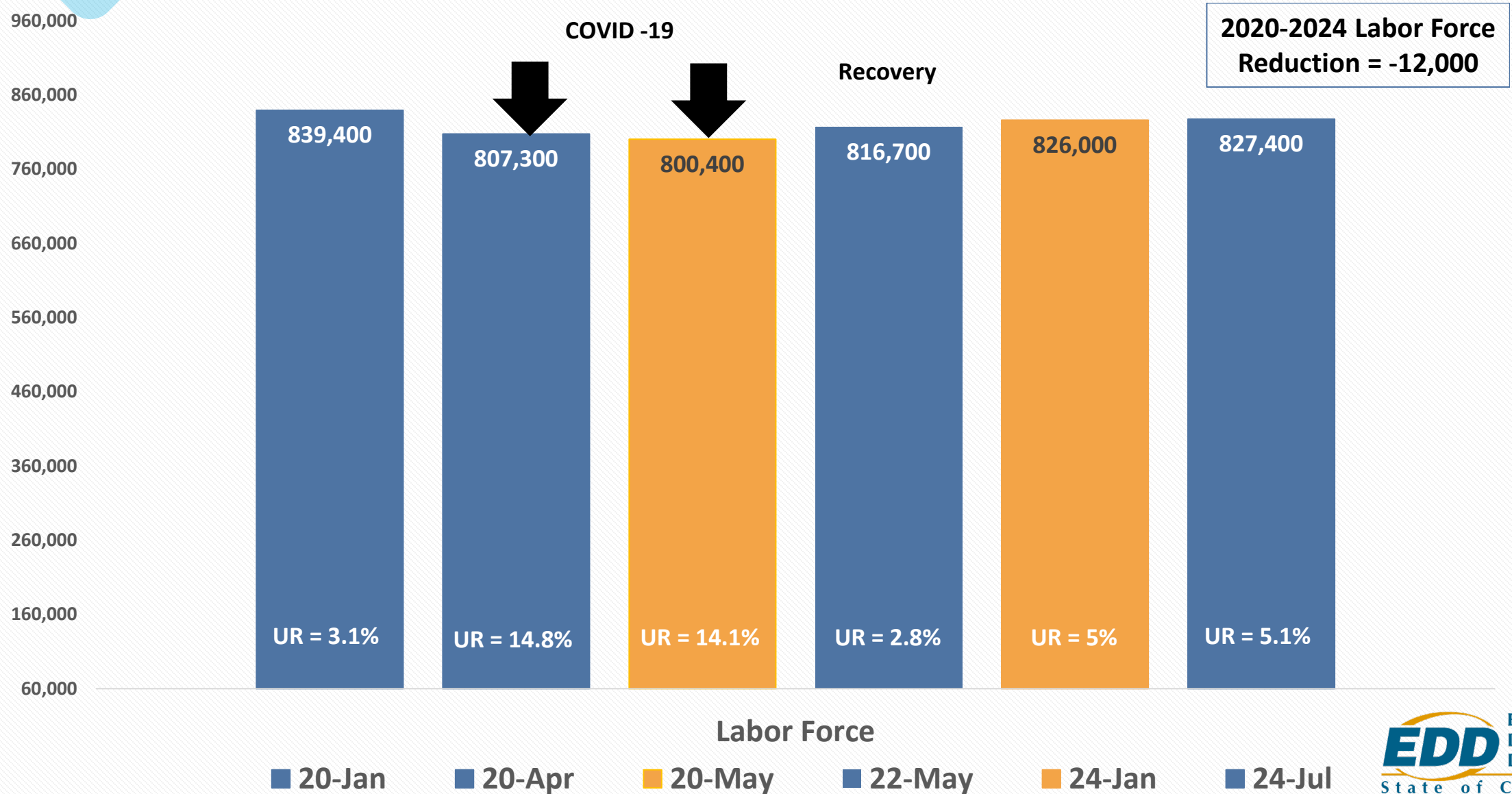
Unemployment Rate Compared

Unemployment Rate July 2024

[Source: EDD, Labor Market Information Division, Local Area Unemployment Statistics. Preliminary estimates, not seasonally adjusted. Compiled by Juliet Moeur, Labor Market Consultant]



Alameda County Labor Force Changes: Jan. 2020 to July 2024



Sub County Labor Force Data

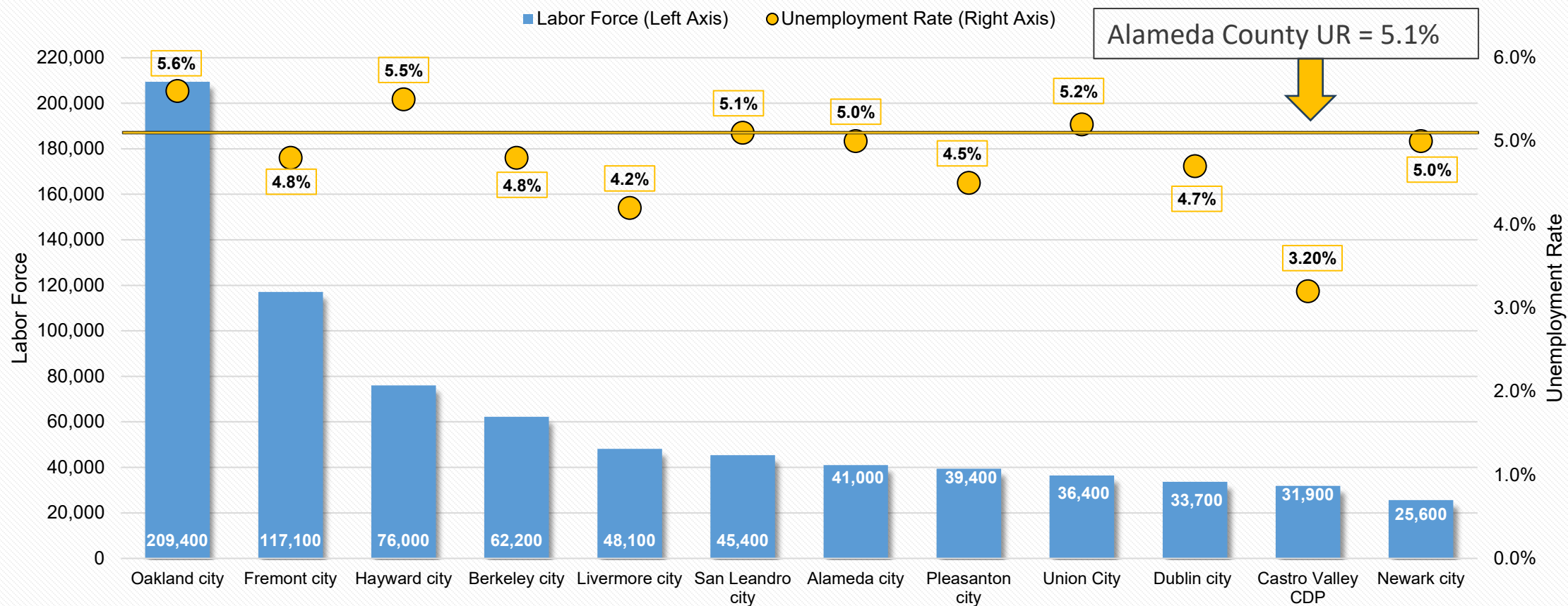


Alameda County

Labor Force – July 2024

	Labor Force	Employed	Unemployed	Unemployment Rate
Alameda County	827,400	785,300	42,200	5.1%
HIGHEST				
San Lorenzo CDP	14,600	13,700	900	6.0%
Oakland city	209,400	197,600	11,800	5.6%
Hayward city	76,000	71,800	4,200	5.5%
Union City city	36,400	34,500	1,900	5.2%
San Leandro city	45,400	43,000	2,300	5.1%
LOWEST				
Albany city	9,400	9,100	300	3.0%
Castro Valley CDP	31,900	30,900	1,000	3.2%
Livermore city	48,100	46,100	2,000	4.2%
Pleasanton city	39,400	37,600	1,800	4.5%
Emeryville city	8,300	7,900	400	4.5%

Alameda County Labor Force & Corresponding Unemployment Rate by City
July 2024
(Data Not Seasonally Adjusted)



[Source: EDD, Labor Market Information Division, Local Area Unemployment Statistics. Preliminary estimates, not seasonally adjusted. Compiled by Juliet Moeur, Labor Market Consultant]

Industry Employment

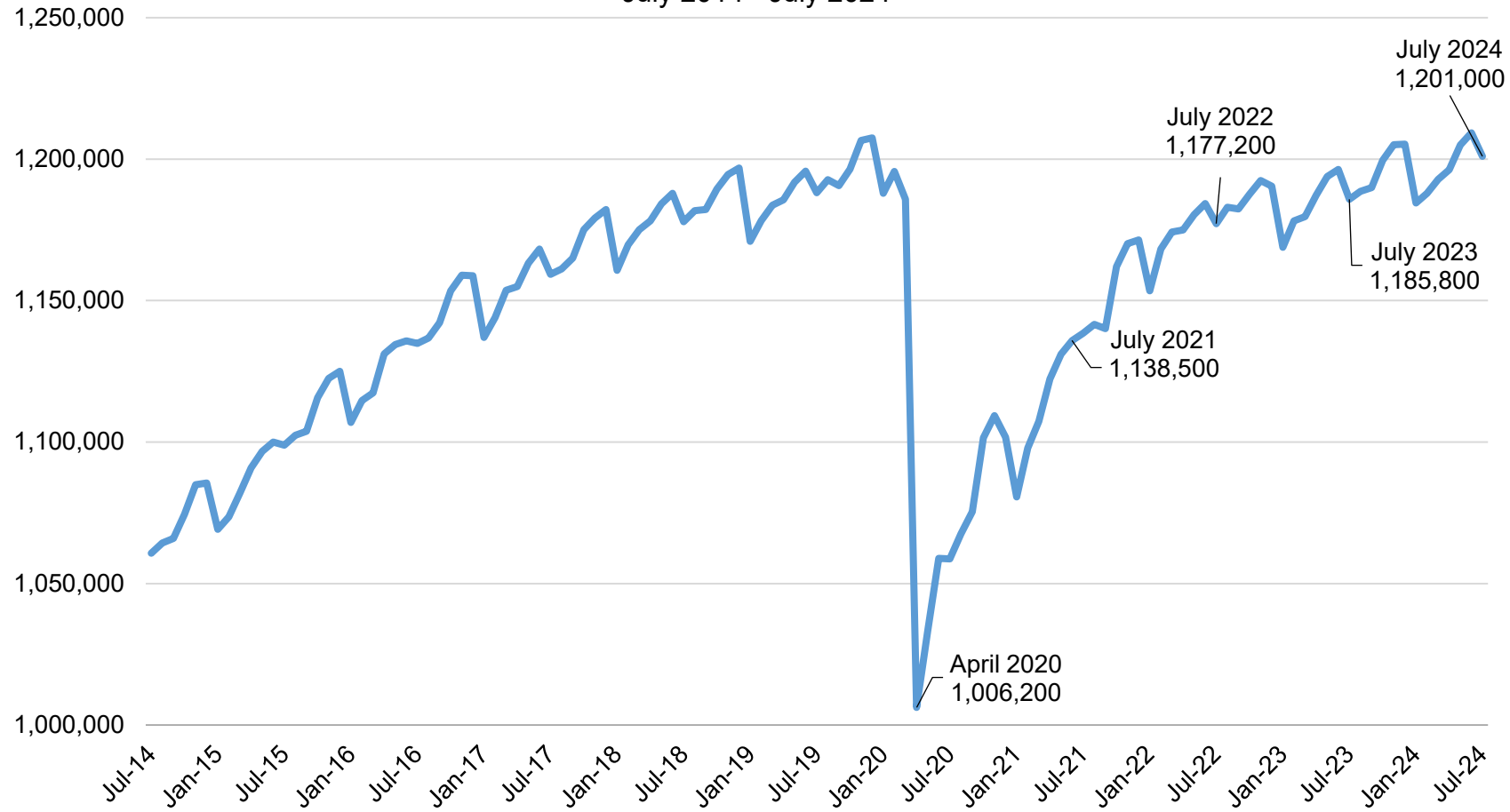
“Total number of jobs reported by establishments”



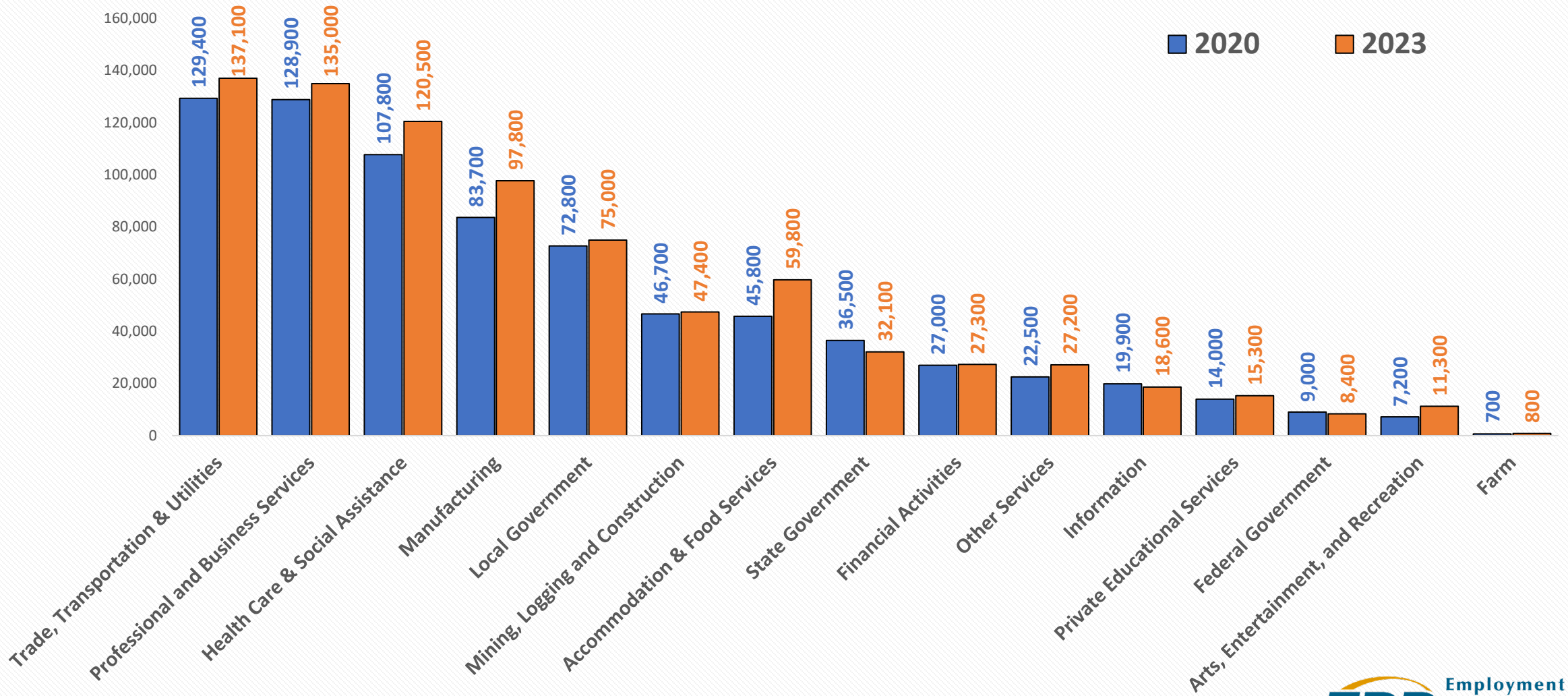
Oakland-Hayward-Berkeley MD

Total Number of Jobs All Industries

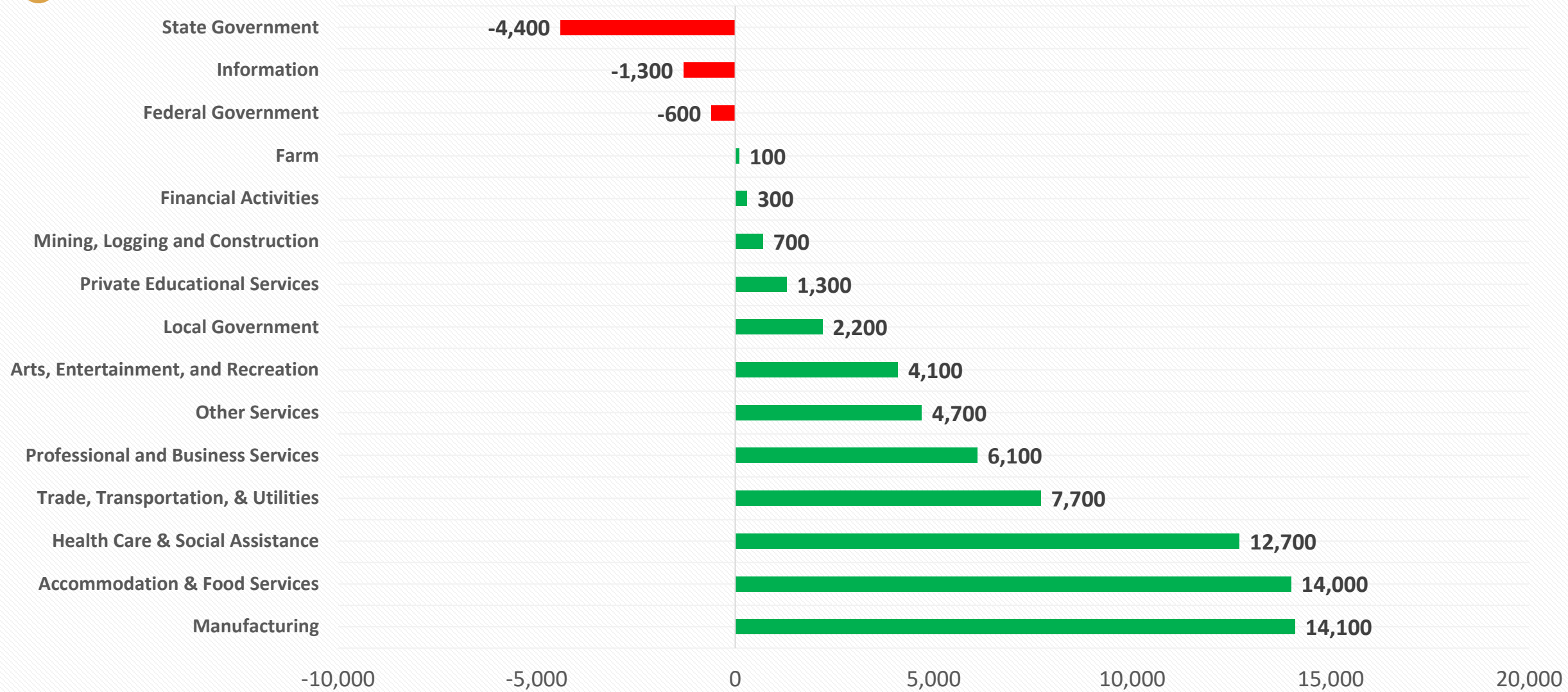
July 2014 - July 2024



Alameda County AA Employment 2020 vs 2023



Alameda County 2020-2023 Changes in Employment



Projections Data

2020-2030 Oakland MD Projections



Oakland MD 2020-2030 Occupations with the Most Job Openings

Occupation	Total Job Openings	Median Hourly Wages	Median Annual Wages
Home Health and Personal Care Aides	82,860	\$18.52	\$38,524
Fast Food and Counter Workers	60,230	\$18.49	\$38,455
Cashiers	51,280	\$17.73	\$36,869
Laborers and Freight, Stock, and Material Movers, Hand	36,080	\$21.75	\$45,234
Retail Salespersons	34,150	\$17.99	\$37,420
Waiters and Waitresses	28,930	\$17.94	\$37,327
Stockers and Order Fillers	28,300	\$19.36	\$40,272
Cooks, Restaurant	22,410	\$19.87	\$41,326
Software Developers & Software Quality Assurance Analysts & Teachers	22,120	\$0.00	\$0
General and Operations Managers	22,070	\$62.27	\$129,529

Oakland MD 2020-2030 Fastest Growing Occupations

Occupation	Base Year Employment Estimate	Projected Year Employment Estimate	Percentage Change	Median Hourly Wages	Median Annual Wages
Manicurists and Pedicurists	1,960	4,020	105.1%	\$18.22	\$37,900
Skincare Specialists	630	1,240	96.8%	\$19.28	\$40,122
Cooks, Restaurant	7,870	14,280	81.4%	\$19.87	\$41,326
Hairdressers, Hairstylists, and Cosmetologists	1,530	2,760	80.4%	\$17.85	\$37,120
Massage Therapists	960	1,690	76.0%	\$35.88	\$74,628
Bartenders	2,270	3,910	72.2%	\$18.29	\$38,052
Fitness Trainers and Aerobics	2,270	3,710	63.4%	\$32.75	\$68,126
Nurse Practitioners	1,140	1,800	57.9%	\$82.29	\$171,151
Chefs and Head Cooks	1,450	2,270	56.6%	\$28.59	\$59,473
Amusement and Recreation Attendants	1,750	2,650	51.4%	\$17.93	\$37,306

Oakland MD 2020-2030 Industries with the Most Projected Openings

Industry	Base Year Employment Estimate 2020	Projected Year Employment Estimate 2030	Numeric Change 2020-2030
Leisure and Hospitality	84,700	126,500	41,800
Educational Services (Private), Health Care, and Social Assistance	191,300	227,700	36,400
Accommodation and Food Services	73,000	107,500	34,500
Professional and Business Services	184,800	218,000	33,200
Food Services and Drinking Places	67,200	100,300	33,100
Health Care and Social Assistance	170,500	202,500	32,000
Trade, Transportation, and Utilities	188,300	213,900	25,600
Professional, Scientific, and Technical Services	98,600	119,900	21,300
Social Assistance	57,300	72,500	15,200
Manufacturing	98,700	110,800	12,100

Oakland MD 2020-2030 Fastest Growing Industries

Industry	Base Year Employment Estimate 2020	Projected Year Employment Estimate 2030	Percentage Change 2020-2030
Arts, Entertainment, and Recreation	11,700	19,000	62.4%
Personal and Laundry Services	8,200	12,900	57.3%
Clothing and Clothing Accessories Stores	6,200	9,300	50.0%
Leisure and Hospitality	84,700	126,500	49.4%
Food Services and Drinking Places	67,200	100,300	49.3%
Accommodation and Food Services	73,000	107,500	47.3%
Warehousing and Storage	8,000	10,500	31.3%
Other Services (excludes 814-Private Household Workers)	33,100	42,000	26.9%
Social Assistance	57,300	72,500	26.5%
Transportation and Warehousing	39,300	49,100	24.9%
Accommodation	5,800	7,200	24.1%



Labor Market Information Division Online Job Vacancy Statistics

Alameda County Job Advertisements – July 2024

Top 10 Cities

Cities	Number of job ads
Oakland	8,985
Fremont	4,892
Pleasanton	3,216
Berkeley	3,044
Hayward	2,900
Livermore	2,858
Alameda	2,736
San Leandro	2,047
Dublin	1,410
Emeryville	1,114

Source: The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) Data Series
Included Postings: All Available Jobs

Alameda County Job Advertisements – July 2024

Top 10 Employers

Employers	Number of job ads	Median Posting Duration
University of California, Berkeley	1,434	22 days
Oakland Unified School District	786	33 days
Kaiser Permanente	623	29 days
City Of Fremont	305	40 days
Sutter Health	289	24 days
Abbott Laboratories	275	37 days
Lawrence Livermore National Laboratory	234	27 days
Alameda Health System	232	21 days
Starbucks	212	n/a
Lucid Group	211	13 days

Source: The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) Data Series
Included Postings: All Available Jobs

Alameda County Job Advertisements – July 2024

Top 10 Occupations

Occupations	Number of job ads	Median Posting Duration
Registered Nurses	1,247	20 days
Retail Salespersons	1,206	30 days
First-Line Supervisors of Retail Sales Workers	710	31 days
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	604	26 days
Customer Service Representatives	586	22 days
Software Developers	523	17 days
General and Operations Managers	521	31 days
Home Health and Personal Care Aides	511	23 days
Secondary School Teachers, Except Special and Career/Technical Education	509	26 days
Computer Occupations, All Other	451	20 days

Source: The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) Data Series
Included Postings: All Available Jobs

AlamedaCounty Job Advertisements – July 2024

Top 10 Employment Sectors

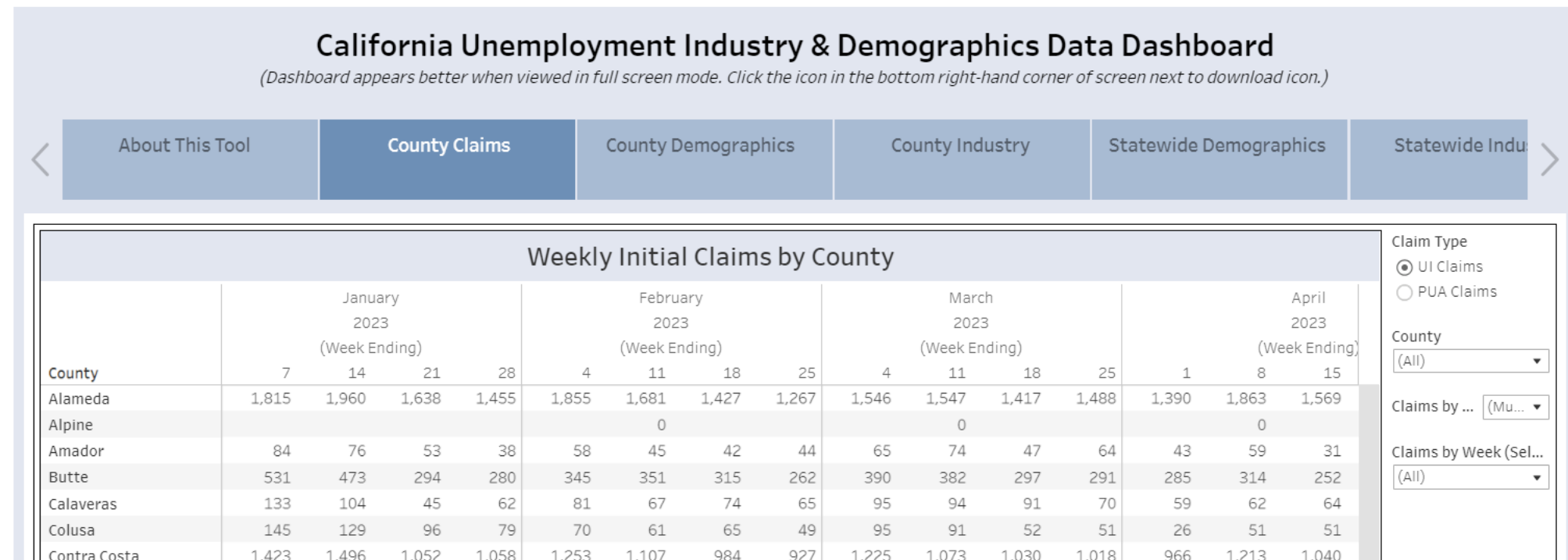
Sectors	Number of job ads
Elementary and Secondary Schools	1,916
Colleges, Universities, and Professional Schools	1,543
General Medical and Surgical Hospitals	1,121
All Other Miscellaneous Ambulatory Health Care Services	924
Limited-Service Restaurants	604
Supermarkets and Other Grocery Retailers (except Convenience Retailers)	542
Clothing and Clothing Accessories Retailers	509
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	487
Full-Service Restaurants	483
Administrative Management and General Management Consulting Services	428

Source: The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) Data Series
Included Postings: All Available Jobs

Unemployment Insurance Claims Dashboard

County and State Breakout Data

This dashboard shows claims data broken out by county, as well as industry and various demographics at the county and state level.



<https://edd.ca.gov/en/newsroom/facts-and-stats/dashboard/>

Questions



Contact Information

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THE TYPE OF DATA SOURCES THAT MAKE UP THE D&B DATA CLOUD

PAYMENT EXPERIENCES

- over 2 billion B2B transactions on U.S. businesses
- receiving AR on active businesses
- providing real-time performance information



262,897
Employer Locations

DATA CLOUD

STRUCTURED, GOVERNED & CONNECTED

GOV'T REGISTRIES

- automated the process of receiving public information
- online with all U.S. courthouses
- live feeds from Federal agencies
- 4 billion events annually



BANKING INFORMATION

- Over 65 million accounts including:
- bank loans and lines of credit
 - corporate credit card transactions
 - business leasing information



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455M+
Organizations globally
Majority of world's GDP



LIVE
BUSINESS
IDENTITY

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- recognizing business at a point of eCommerce
- sourcing IP addresses and cookies and assigning them to the DUNS® Number
- unique data sources to complete 360 view

