

Information in Stanislaus County, CA

Stanislaus County Workforce Development



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Modesto, California 95358

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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Industry

51 Information

1 County

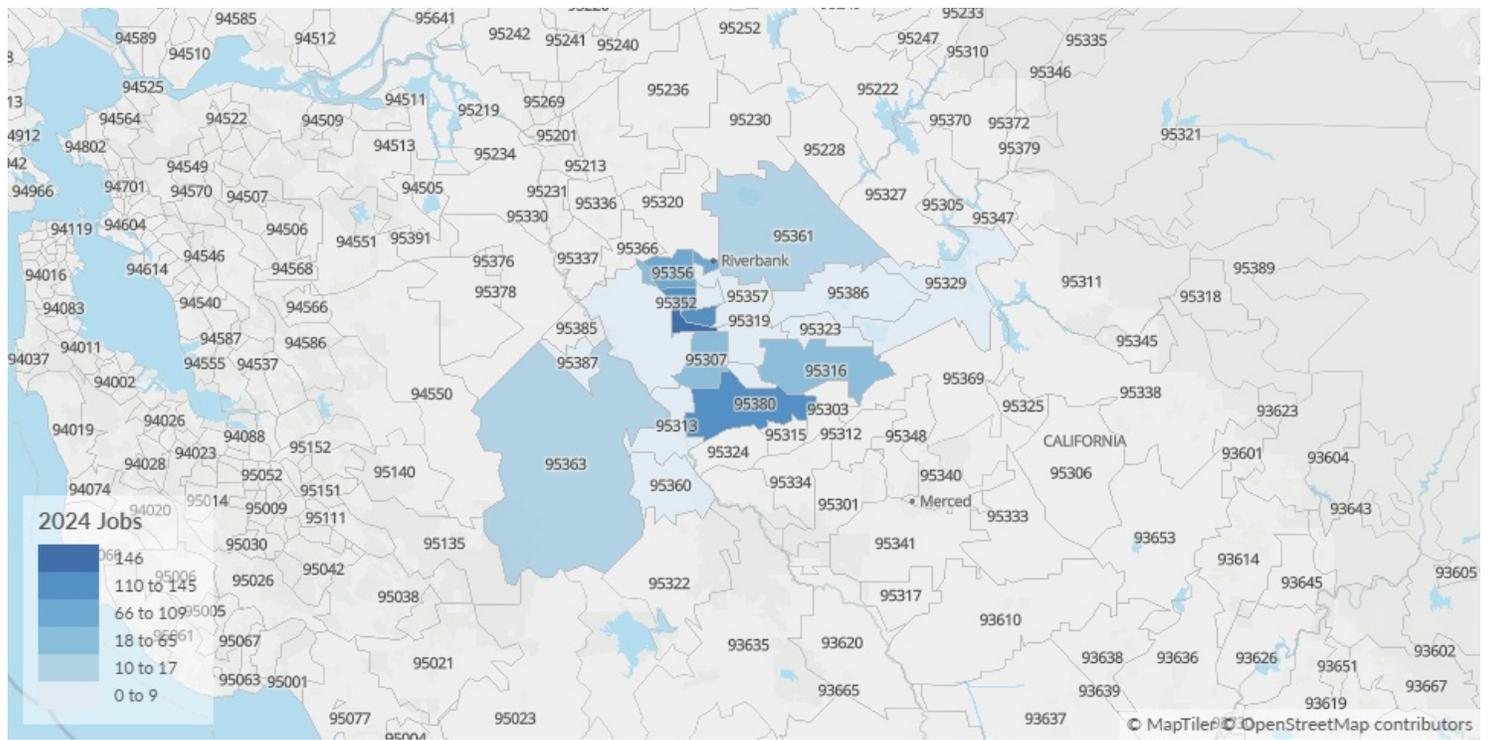
6099 Stanislaus County, CA

Class of Worker

QCEW Employees and Non-QCEW Employees

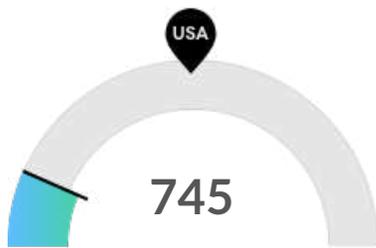
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



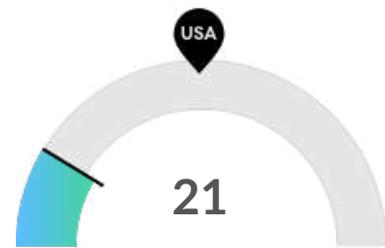
Supply (Jobs)

Stanislaus County, CA is not a hotspot for this kind of talent. The national average for an area this size is 3,685* employees, while there are 745 here.



Earnings Per Job

Earnings per job are below the national average. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

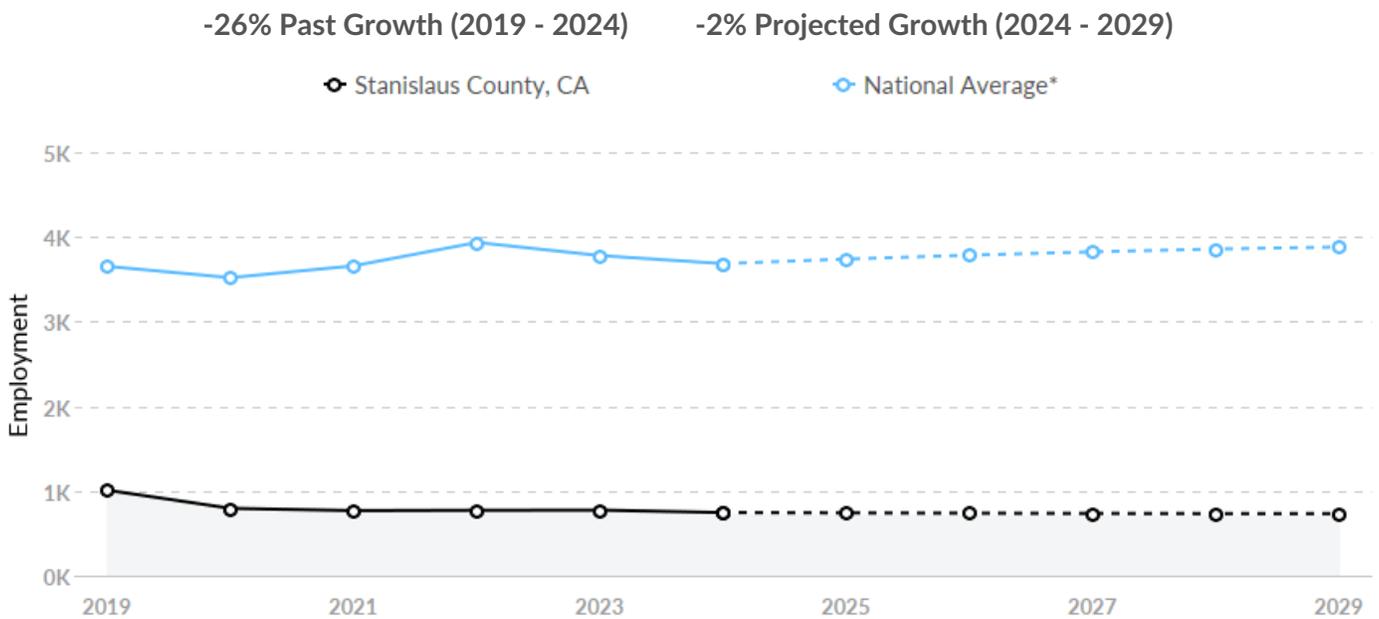
Competition from online job postings is low in Stanislaus County, CA. The national average for an area this size is 77* job postings/mo, while there are 21 here.

*National average values are derived by taking the national value for Information and scaling it down to account for the difference in overall workforce size between the nation and Stanislaus County, CA. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

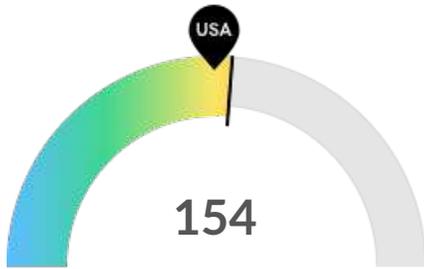
Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of Information is a strength or weakness for Stanislaus County, CA, and how it is changing relative to the nation. An average area of this size would have 3,685* employees, while there are 745 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



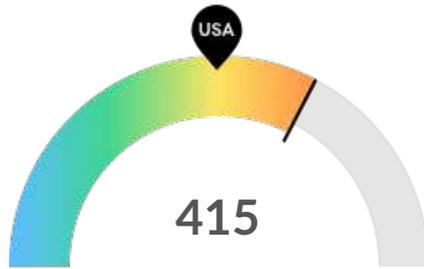
*National average values are derived by taking the national value for Information and scaling it down to account for the difference in overall workforce size between the nation and Stanislaus County, CA. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is About Average, While Overall Diversity Is High



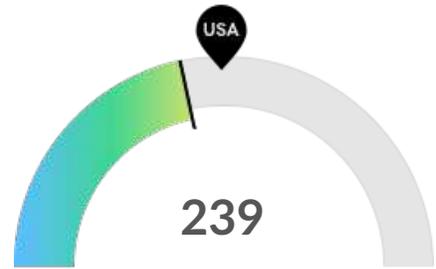
Retiring Soon

Retirement risk is about average in Stanislaus County, CA. The national average for an area this size is 144* employees 55 or older, while there are 154 here.



Racial Diversity

Racial diversity is high in Stanislaus County, CA. The national average for an area this size is 272* racially diverse employees, while there are 415 here.



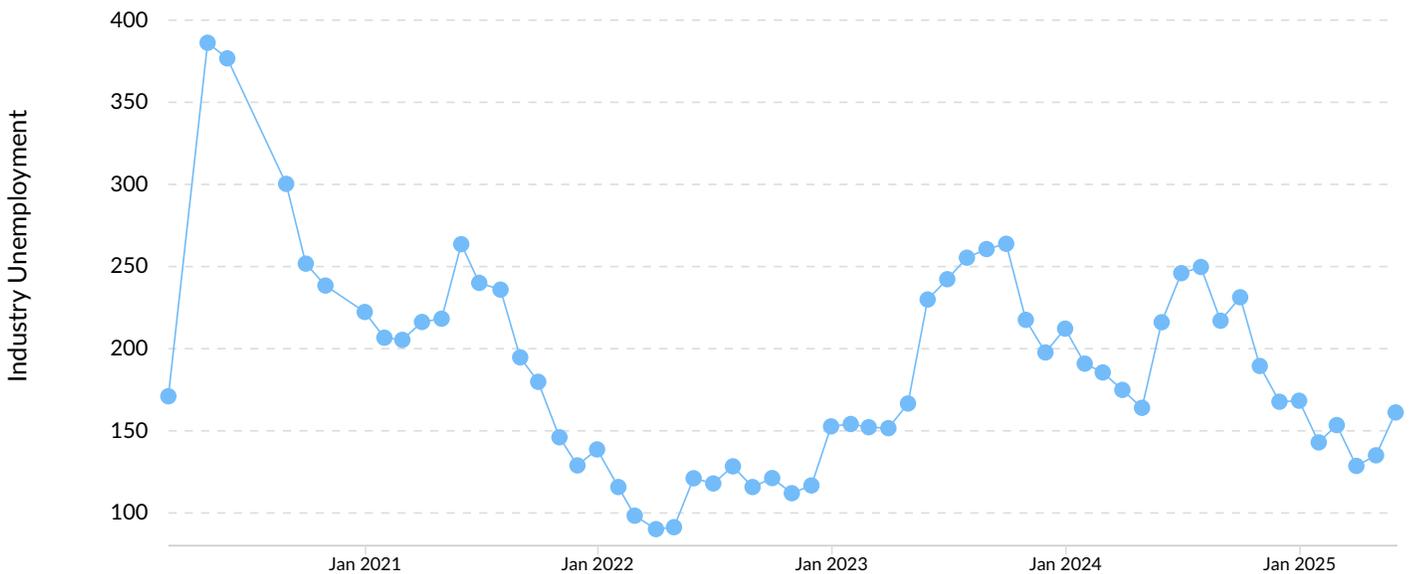
Gender Diversity

Gender diversity is low in Stanislaus County, CA. The national average for an area this size is 292* female employees, while there are 239 here.

*National average values are derived by taking the national value for Information and scaling it down to account for the difference in overall workforce size between the nation and Stanislaus County, CA. In other words, the values represent the national average adjusted for region size.

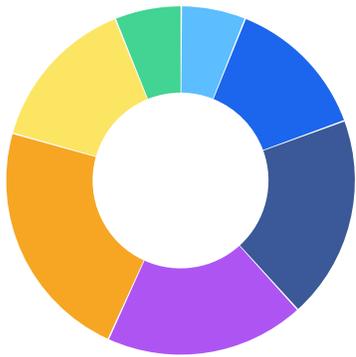
Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.



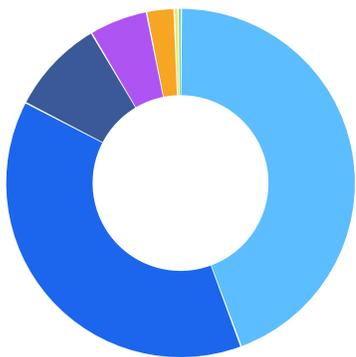
Demographic Details

Industry Age Breakdown



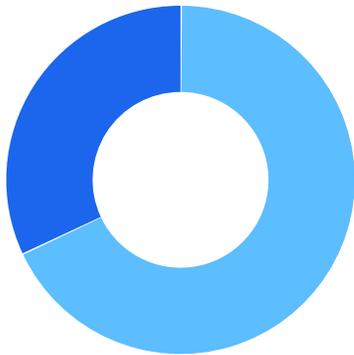
	% of Jobs	Jobs
14-18	6.0%	45
19-24	13.4%	100
25-34	18.9%	140
35-44	18.5%	138
45-54	22.6%	168
55-64	14.5%	108
65+	6.2%	46

Industry Race/Ethnicity Breakdown



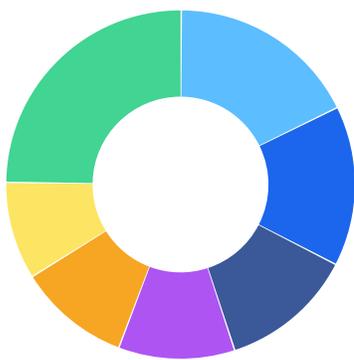
	% of Jobs	Jobs
White	44.3%	330
Hispanic or Latino	38.3%	285
Asian	8.9%	66
Black or African American	5.4%	40
Two or More Races	2.5%	19
Native Hawaiian or Other Pacific Islander	0.4%	3
American Indian or Alaska Native	0.3%	2

Industry Gender Breakdown



	% of Jobs	Jobs
● Males	67.9%	506
● Females	32.1%	239

Most Jobs are Found in the Installation, Maintenance, and Repair Occupations Industry Sector



Occupation	% of Industry in Occupation (2024)
● Installation, Maintenance, and Repair Occupations	17.7%
● Personal Care and Service Occupations	14.8%
● Sales and Related Occupations	12.4%
● Computer and Mathematical Occupations	10.8%
● Arts, Design, Entertainment, Sports, and Media Occupations	10.4%
● Management Occupations	9.1%
● Other	24.9%

Demand



47 Employers Competing

All employers in the region who posted for this job over the last 12 months.



254 Unique Job Postings

The number of unique postings for this job over the last 12 months.



29 Day Median Duration

Posting duration is 5 days longer than what's typical in the region.

Top Companies	Unique Postings
Tcc Wireless	27
Verizon Communications	25
T-Mobile US	23
AT&T	22
Prime Communications	17

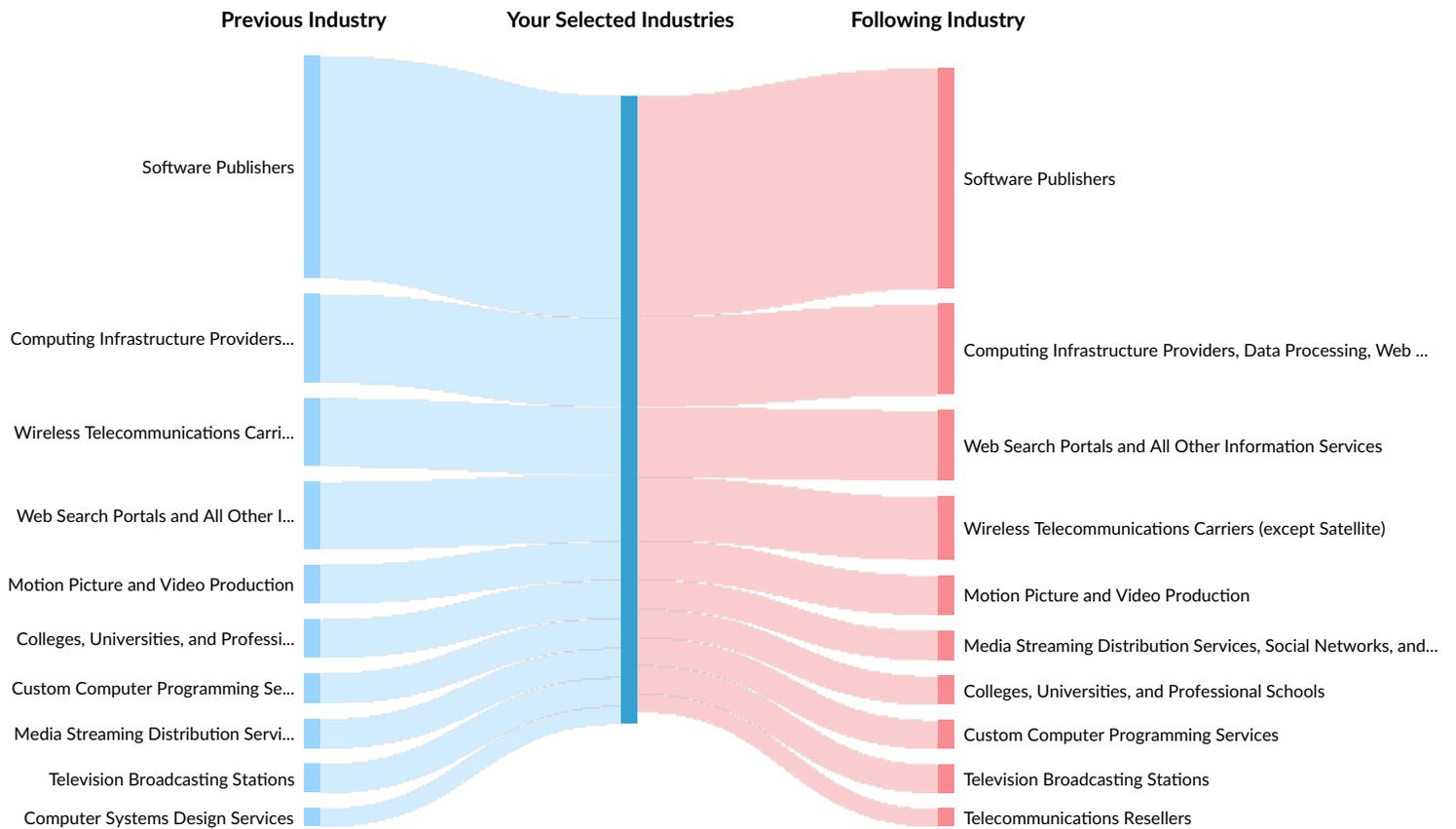
Top Job Titles	Unique Postings
Retail Sales Managers	11
Retail Sales Representatives	10
Bilingual Spanish Retail Sales Co...	8
Retail Sales Associates	8
Authorized Retailers	7

Industry Gain and Drain

The table below analyzes the profiles of current and past people in your selected industries. The left column shows job transitions from other industries to your selected industries. The right column shows job transitions from your selected industries to other industries.

Please note, results are only available at the national level and the 6-digit NAICS level. Also your selection has been limited to 100 industries.

The following represents the job transitions of employees in your selected industries in the United States:



Previous Industries	Transitions
Software Publishers	769,975
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	305,469
Wireless Telecommunications Carriers (except Satellite)	234,670

Previous Industries	Transitions
Web Search Portals and All Other Information Services	232,003
Motion Picture and Video Production	133,427
Colleges, Universities, and Professional Schools	131,784
Custom Computer Programming Services	103,544
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	101,035
Television Broadcasting Stations	99,325
Computer Systems Design Services	61,396
All Other Miscellaneous Retailers	60,765
Telecommunications Resellers	60,276
All Other Telecommunications	54,518
Other Computer Related Services	53,286
All Other Professional, Scientific, and Technical Services	39,857
Administrative Management and General Management Consulting Services	38,668
Newspaper Publishers	37,457
Commercial Banking	37,276
Book Publishers	34,982
Libraries and Archives	31,993
Periodical Publishers	30,484
Electronic Computer Manufacturing	27,794
Full-Service Restaurants	25,449
Computer Terminal and Other Computer Peripheral Equipment Manufacturing	24,995
Employment Placement Agencies	24,878
Elementary and Secondary Schools	23,112
Electronics and Appliance Retailers	22,461

Previous Industries	Transitions
Advertising Agencies	20,467
Clothing and Clothing Accessories Retailers	19,754
Limited-Service Restaurants	19,736
Marketing Consulting Services	19,215
Financial Transactions Processing, Reserve, and Clearinghouse Activities	18,521
Engineering Services	18,096
Offices of Certified Public Accountants	17,598
Other Management Consulting Services	17,334
Insurance Agencies and Brokerages	17,072
General Medical and Surgical Hospitals	16,921
National Security	16,555
Offices of Real Estate Agents and Brokers	15,327
Semiconductor and Related Device Manufacturing	14,418
Hotels (except Casino Hotels) and Motels	14,025
Offices of Lawyers	13,541
Other Scientific and Technical Consulting Services	12,640
All Other Publishers	12,627
Department Stores	12,496
Offices of Physicians (except Mental Health Specialists)	12,451
All Other Personal Services	12,446
Direct Health and Medical Insurance Carriers	11,976
Portfolio Management and Investment Advice	11,431
Educational Support Services	11,331
Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	10,252
Office Administrative Services	10,200

Previous Industries	Transitions
Supermarkets and Other Grocery (except Convenience) Stores	10,046
Investment Banking and Securities Intermediation	9,993
Payroll Services	9,896
Wholesale Trade Agents and Brokers	9,438
Temporary Help Services	9,218
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	9,094
Radio Broadcasting Stations	8,775
Independent Artists, Writers, and Performers	8,531
Warehouse Clubs and Supercenters	8,522
Beauty Salons	8,445
Automobile and Light Duty Motor Vehicle Manufacturing	8,404
Electrical Contractors and Other Wiring Installation Contractors	8,165
All Other Support Services	8,077
Wired Telecommunications Carriers	7,639
Junior Colleges	7,566
Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	7,563
Motion Picture Theaters (except Drive-Ins)	7,538
Taxi and Ridesharing Services	7,233
Other General Government Support	7,054
Pharmaceutical Preparation Manufacturing	6,819
Miscellaneous Financial Investment Activities	6,649
Other Accounting Services	6,641
All Other Miscellaneous Ambulatory Health Care Services	6,522
Fitness and Recreational Sports Centers	6,418

Previous Industries	Transitions
Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	6,068
Couriers and Express Delivery Services	5,991
Lessors of Nonresidential Buildings (except Miniwarehouses)	5,913
Commercial and Institutional Building Construction	5,760
Pharmacies and Drug Retailers	5,658
Offices of Other Holding Companies	5,584
Other Activities Related to Real Estate	5,583
Religious Organizations	5,543
Record Production and Distribution	5,406
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	5,378
All Other Business Support Services	5,372
All Other Miscellaneous Schools and Instruction	5,220
Professional and Management Development Training	5,199
Direct Property and Casualty Insurance Carriers	5,193
Telemarketing Bureaus and Other Contact Centers	5,010
Child Care Services	4,959
Other Individual and Family Services	4,916
Direct Life Insurance Carriers	4,875
Travel Agencies	4,854
All Other Home Furnishings Retailers	4,831
Marketing Research and Public Opinion Polling	4,782
Civic and Social Organizations	4,726
Other Miscellaneous Durable Goods Merchant Wholesalers	4,634
Aircraft Manufacturing	4,471

Following Industries	Transitions
Software Publishers	764,010
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	311,886
Web Search Portals and All Other Information Services	242,803
Wireless Telecommunications Carriers (except Satellite)	218,228
Motion Picture and Video Production	136,228
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	102,054
Colleges, Universities, and Professional Schools	98,259
Custom Computer Programming Services	97,686
Television Broadcasting Stations	97,618
Telecommunications Resellers	61,802
All Other Telecommunications	58,594
Other Computer Related Services	54,345
All Other Miscellaneous Retailers	54,154
Computer Systems Design Services	46,254
All Other Professional, Scientific, and Technical Services	40,235
Commercial Banking	36,852
Newspaper Publishers	36,283
Book Publishers	34,637
Administrative Management and General Management Consulting Services	33,177
Libraries and Archives	32,009
Periodical Publishers	29,996
Financial Transactions Processing, Reserve, and Clearinghouse Activities	22,086
Electronic Computer Manufacturing	21,725
Full-Service Restaurants	21,235

Following Industries	Transitions
Employment Placement Agencies	20,418
Elementary and Secondary Schools	20,166
Insurance Agencies and Brokerages	20,078
Engineering Services	18,545
Marketing Consulting Services	18,443
General Medical and Surgical Hospitals	18,190
Advertising Agencies	17,814
Offices of Real Estate Agents and Brokers	17,101
Other Management Consulting Services	16,825
Semiconductor and Related Device Manufacturing	14,885
Clothing and Clothing Accessories Retailers	14,094
Limited-Service Restaurants	13,933
Offices of Physicians (except Mental Health Specialists)	13,343
Electronics and Appliance Retailers	13,275
Direct Health and Medical Insurance Carriers	13,098
Computer Terminal and Other Computer Peripheral Equipment Manufacturing	12,961
Portfolio Management and Investment Advice	12,831
All Other Personal Services	12,655
All Other Publishers	12,586
Offices of Lawyers	12,509
Hotels (except Casino Hotels) and Motels	12,377
Offices of Certified Public Accountants	11,872
Office Administrative Services	11,264
Other Scientific and Technical Consulting Services	10,738
Investment Banking and Securities Intermediation	9,860

Following Industries	Transitions
Wholesale Trade Agents and Brokers	9,279
Beauty Salons	9,246
Educational Support Services	9,105
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	8,998
All Other Support Services	8,993
Payroll Services	8,834
Radio Broadcasting Stations	8,622
Electrical Contractors and Other Wiring Installation Contractors	8,610
Automobile and Light Duty Motor Vehicle Manufacturing	8,566
Temporary Help Services	8,510
Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	8,401
Independent Artists, Writers, and Performers	8,193
Wired Telecommunications Carriers	8,156
Department Stores	8,019
Other General Government Support	7,953
Supermarkets and Other Grocery (except Convenience) Stores	7,779
Warehouse Clubs and Supercenters	7,739
Miscellaneous Financial Investment Activities	7,146
All Other Miscellaneous Ambulatory Health Care Services	7,016
Junior Colleges	7,014
National Security	7,013
Pharmaceutical Preparation Manufacturing	6,999
Motion Picture Theaters (except Drive-Ins)	6,872
Other Accounting Services	6,314

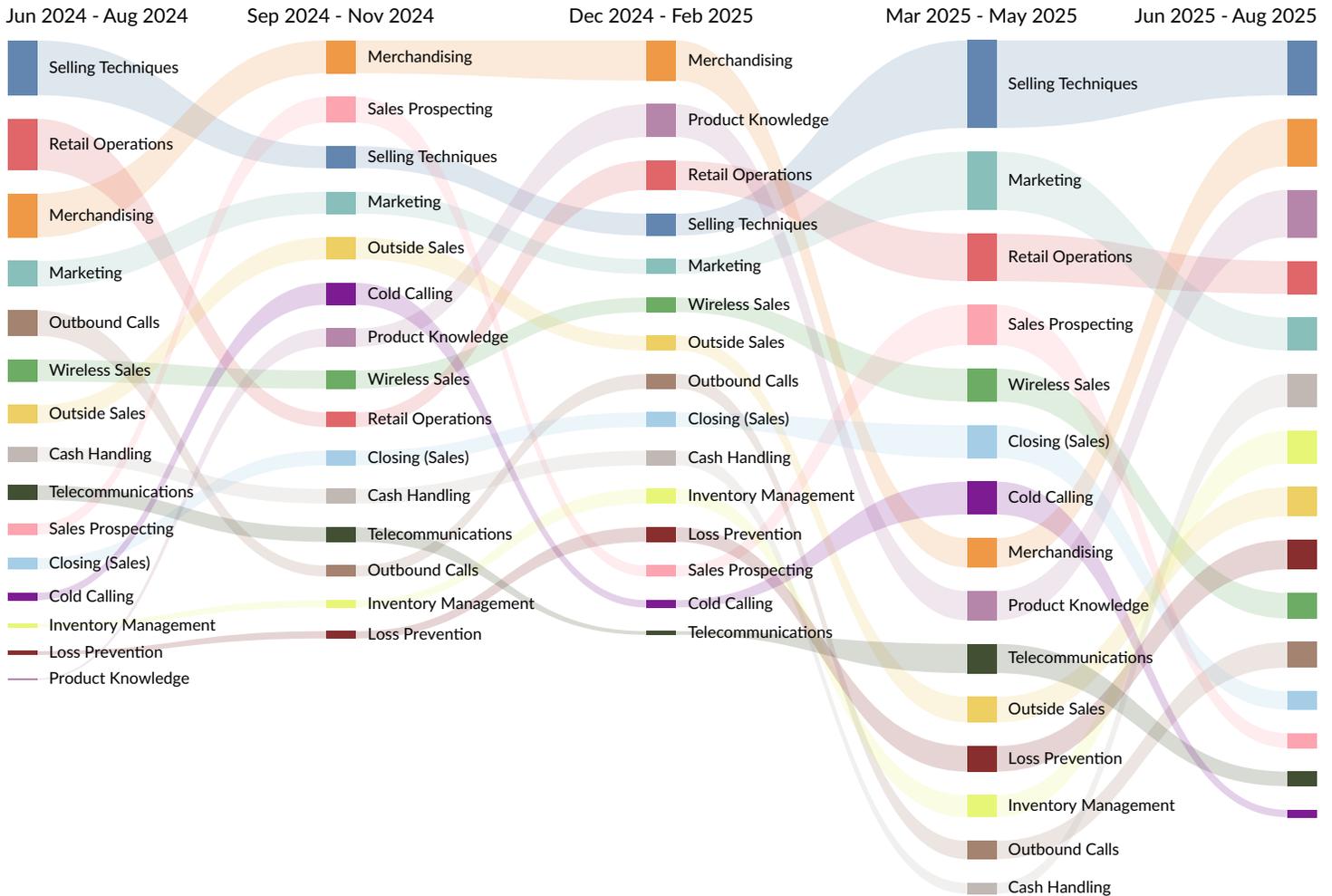
Following Industries	Transitions
All Other Business Support Services	6,083
Taxi and Ridesharing Services	5,986
Commercial and Institutional Building Construction	5,895
Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	5,727
Pharmacies and Drug Retailers	5,685
Direct Property and Casualty Insurance Carriers	5,651
Religious Organizations	5,460
Record Production and Distribution	5,373
Offices of Other Holding Companies	5,324
Fitness and Recreational Sports Centers	5,109
Professional and Management Development Training	5,047
Other Activities Related to Real Estate	5,045
Other Individual and Family Services	5,018
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	5,014
Direct Life Insurance Carriers	4,870
Lessors of Nonresidential Buildings (except Miniwarehouses)	4,858
Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	4,838
Scheduled Passenger Air Transportation	4,825
Couriers and Express Delivery Services	4,769
Local Messengers and Local Delivery	4,604
Surgical and Medical Instrument Manufacturing	4,558
Civic and Social Organizations	4,468
Home Health Care Services	4,462
All Other Miscellaneous Schools and Instruction	4,450

Following Industries	Transitions
Graphic Design Services	4,421
Child Care Services	4,340
Other Miscellaneous Durable Goods Merchant Wholesalers	4,217

What skills are they posting for?

Top 15 Skills for All Job Types Sought by Your Selected Companies by Quarter

Skills help us understand the direction an industry is headed.



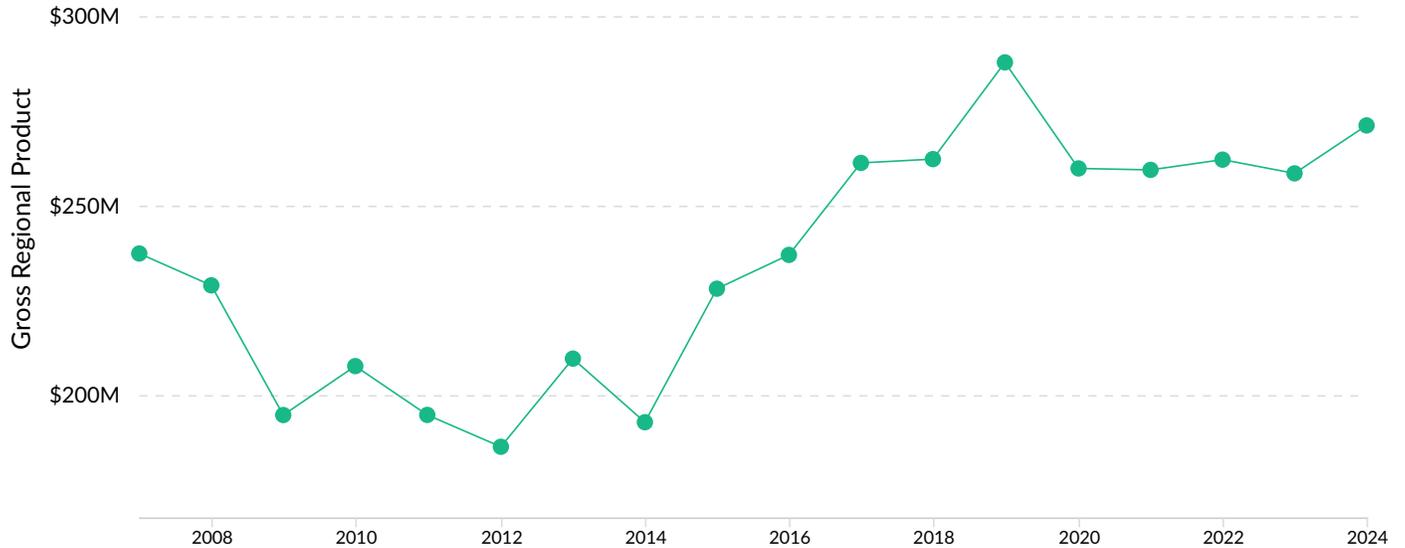
Gross Regional Product (GRP)

\$89.1M
Earnings (2024)

\$160.0M
Property Income
(2024)

\$22.1M
Taxes (2024)

\$271.1M
Total GRP (2024)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Motion Picture and Video Production	\$1,930,982	\$18,942,379	\$20,873,362
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	\$1,804,445	\$11,227,626	\$13,032,071
Temporary Help Services	\$8,084,446	\$2,361,383	\$10,445,829
Wired Telecommunications Carriers	\$3,164,185	\$6,555,115	\$9,719,300
Independent Artists, Writers, and Performers	\$3,320,705	\$4,670,012	\$7,990,718