



Coachella Valley Economic Partnership's Career Pathways Initiative

**2005
Labor Market Survey**

Summary of Findings

October 2005

Survey Funding Generously Provided By:

- The James Irvine Foundation
- Riverside County Economic Development Agency

2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey • Summary of Findings

Page 1

Introduction

The Riverside County Economic Development Agency (EDA), in collaboration with the Coachella Valley Economic Partnership (CVEP) designed and conducted a labor market survey of targeted businesses in the Coachella Valley as a foundation element for CVEP's Career Pathways Initiative. CVEP's Career Pathways Initiative seeks to meld economic development strategies and educational strategies through the development of career pathways along three industry clusters (Multimedia, Healthcare & Advanced Technologies) in K-12, community college and university programs.

This Career Pathways Initiative is important because it is the first broad-based, integrated economic development and education initiative in the Coachella Valley. The goal is to expand and enhance career opportunities for low income youth and retain, expand and attract new, higher-paying jobs to the Coachella Valley by providing a highly skilled workforce.

The survey was conducted April through July 2005.

Over 1200 businesses comprise the Multimedia, Advanced Technologies and Healthcare industry clusters in the Coachella Valley. These companies were targeted for potential inclusion in the labor survey. A total of 730 businesses ultimately were contacted with 93 individual businesses electing to participate.

The survey was conducted predominantly via telephone, with over 2500 calls made by EDA supervised workers. Surveys were also mailed, faxed and/or emailed at individual business request.

While the overall survey response rate was low at 13%, the 93 businesses responding employ over 50% of all employees working in the three targeted clusters.

This report summarizes the responses as well as provides general observations and initial recommendations based on the data. Since not all businesses in the clusters were contacted and surveyors were unable to control the types of businesses electing to respond, results should not be taken necessarily as "representative" or as a "random" sample of Coachella Valley businesses or of each cluster individually. However, the number of those responding in each cluster and the total employees represented is large and diverse enough to provide insight into the attitudes and outlook of CVEP's targeted industry clusters and to inform the Career Pathway Initiative.

This survey represents a "snapshot" glance into each of the targeted clusters. The true benefit from the survey will however be realized in the months to come as the door is now opened for CVEP and its partners to establish an ongoing dialog between these vitally important businesses and the other true stakeholders in the valley. Economic and workforce developers, educators, job seekers, students and all other that live, work or play in the Coachella Valley each have a role to play in defining and supporting the next steps.

2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey • Summary of Findings

Page 2

General Questions & Overall Responses

The three clusters identified by CVEP for inclusion in the labor survey include 1248 businesses. EDA surveyors contacted 730. A total of 93 individual businesses, or 13% of the total elected to participate. Totals are higher for some clusters than others.

Numbers for healthcare are influenced by the fact that individual physicians, therapists and other independent solo practitioners each count as one business with one employee. Of the 840 individual businesses within the healthcare sector in the Coachella Valley, 322 were contacted for the survey. Twenty-seven responded to the survey and these participating companies employ nearly 6,000 people, the majority of employees working in all businesses included in the healthcare cluster.

KEY SURVEY STATISTICS				
	Businesses in Cluster	Businesses Surveyed	Responses	Response Rate
Advanced Technologies	207	207	35	16.9%
Healthcare	840	322	27	8.4%
Multimedia	201	201	31	15.4%

Firms in the three clusters employ a total of 18,168 people. The survey was completed by businesses employing 9,806 people, or 53.9% of the total number employed in the combined targeted clusters.

EMPLOYEE REPRESENTATION			
	Employees in Sample	Employees in Responding Firms	Percentage of Represented Employees
Advanced Technologies	3,614	2,649	73.3%
Healthcare	11,812	5,988	50.7%
Multimedia	2,742	1,169	42.6%

66% of the responding businesses have been in the Coachella Valley for more than 10 years. A quarter of them have been in the Valley for more than 30 years. Only 14% have been in the Valley for less than five years.

Why are they here? The vast majority (57%) are in the Coachella Valley because they already lived here. 23% relocated their business from elsewhere. 20% chose the Valley because they had clients here. 17% chose the Valley for lifestyle reasons.

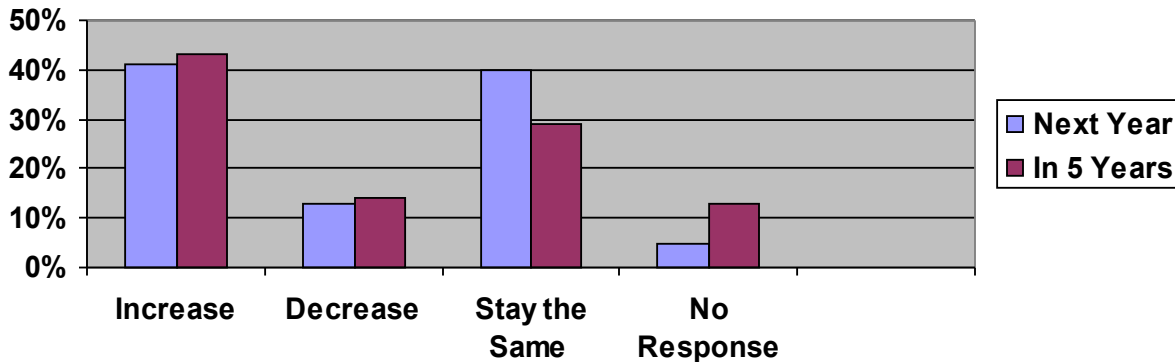
2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey - Summary of Findings

Page 3

The majority (36%) of responses overall were from small employers employing five or less. 82% of the respondents expect their labor force to stay the same or increase in the next year. Only 5.7% said they expected a decrease in labor. Expectations are similar for the next five years.

Labor Force Demand Projections

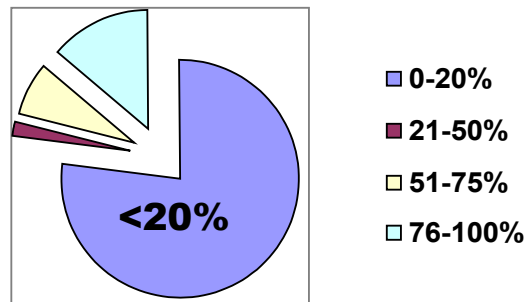


When asked whether the job classifications in their business would increase in the next year, 37% predicted that they would. 53% predicted job classifications to increase over the next five years.

72% of all respondents identified job classifications as "hard to fill" with 38% of the total reporting great difficulty in finding applicants who met hiring standards for these vacancies.

Alarming, 77% of the total survey participants reported that only 20% of their hiring needs for hard to fill positions are being met by local candidates. In other words, the vast majority of these businesses are filling 80% of their hiring needs for those positions from outside the Coachella Valley.

Percentage of Hiring Needs Filled w/Local Candidates



2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey • Summary of Findings

Page 4

The three most common deficiencies reported by respondents among recently hired employees were basic work ethic, technical job skills and communication skills. The next three highest reported deficiencies were general knowledge of business, customer service skills and basic English.

MOST COMMON DEFICIENCIES AMONG RECENTLY HIRED EMPLOYEES	
Basic Work Ethic	22%
Technical Job Skills	16%
Communication Skills	16%
General Knowledge of Business	13%
Customer Service	11%
Basic English	10%

The clear majority (60%) of participant businesses reported no working relationship with local schools. 26% indicated an interest in participating in a program that would help students prepare for the workforce and 47% said they would participate in a focus group to ascertain skills/training requirements for their industry.

**SUMMARY OF SURVEY RESULTS
BY INDIVIDUAL CLUSTER**

2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey • Summary of Findings: Advanced Technology Cluster

Page 6

Advanced Technology

Advanced technology businesses include alternative energy development firms, semiconductor businesses, information technology companies, and water and sewage related businesses. A full listing of NAICS codes and descriptions as well as actual survey results included in this cluster can be found in **Attachment I**.

74.2% of the responding firms in this cluster stated they have been in business in the Coachella Valley at least 10 years. This is encouraging news in that the majority of those contacted are longstanding enterprises with a proven track record in the Coachella Valley. The nature of advanced technology is that it is constantly changing. The fact that the majority of the businesses contacted in this cluster have shown an ability to remain competitive over time may be a source of strength for efforts to build and expand this cluster in the future.

In response to the size of firm question, the majority of those responding (62.8%) reported having less than 50 employees. While only 13 firms (37.2%) reported over 50 employees, they account for 86.5% of the total workers (2,000) in the cluster.

31.4% of the businesses participating in the survey chose the Coachella Valley because they already lived here. 20% relocated their business to the Valley from elsewhere.

Critical Job Classifications

Businesses were asked an open ended question regarding which job classifications they felt were essential for their particular business, now and into the future. The three major categories mentioned by respondents in the cluster were:

- Engineering (Civil, Water, Chemical and Construction)
- Management, both project and general
- Sales

Supply and Demand

Two out of three respondents stated they consider these positions “hard to fill.” When asked about the short term (one year) and long term (five year) outlook for labor force demand, over 91% of the respondents stated they expect to maintain the current level or increase their labor force.

2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey • Summary of Findings: Advanced Technology Cluster

Page 7

Respondents, when asked their level of difficulty filling these positions, stated that they encounter some or great difficulty 74% of the time. 80% of the responses indicated that only up to 20% of their hires for these positions are filled with local candidates, stating they must recruit outside the Coachella Valley for 80% of their new hires for hard to fill slots.

General Business Climate

Each business was asked to choose from a list of common deficiencies among recently hired employees. The top three deficiencies reported were technical job skills (40%), basic work ethic (37%), and general knowledge of business (28.5%). The next highest reported deficiencies were basic English (25%) and communication skills (20%).

MOST COMMON DEFICIENCIES AMONG RECENTLY HIRED EMPLOYEES	
Technical Job Skills	40%
Basic Work Ethic	37%
General Knowledge of Business	29%
Basic English	25%
Communication Skills	20%

Relationships with Education

The final three survey questions were geared toward creating a platform for ongoing dialog with the business community. 29% said they were currently working with local schools in some capacity, and of those that replied no, a majority (51%) said they would either like to, or didn't know at this point. 49% of all respondents in this cluster said they were either definitely interested or were possibly interested in participating in a stakeholder focus group to discuss issues and skill needs for their industry.

Multimedia

Multimedia businesses include those in radio/television, publishing, printing and graphic design, among others. A full listing of NAICS codes and descriptions as well as the actual survey results included in this cluster can be found in **Attachment II**.

58% of the responding firms in this cluster stated they have been in business in the Coachella Valley at least 10 years, with 32% stating less than nine years.

Of those participating, 77% reported that they employ less than 20 employees. Interestingly, these businesses represent the majority of the responding firms, but only 11% of the total employees. Over 61% of the total number of multimedia employees represented in the survey work for two companies, both of which reported over 100 employees each.

54.8% of the businesses in this cluster surveyed chose the Coachella Valley because they already lived here. 12.9% reported lifestyle as the reason for locating in the Valley and 29% stated other reasons.

Critical Job Classifications

Businesses were asked an open ended question regarding which job classifications they felt were essential for their particular business, now and into the future. The three major categories of jobs mentioned by respondents in the multimedia cluster were:

- Sales and Marketing
- Management (General, Location, Office)
- Production Coordinator (TV)

Supply and Demand

68% of the respondents classified these positions as "hard to fill." When asked about the short term (one year) and long term (five year) outlook for labor force demand, roughly 60% of the respondents stated they expect to maintain the current level or increase their labor force. This is tempered by 31% that expected positions to decrease.

Respondents, when asked their level of difficulty filling these positions, stated that they encounter some or great difficulty 58% of the time. 87% of the responses indicated that less than 20% of their hires for these positions are filled with local candidates, stating they must recruit outside the Coachella Valley for 80% of their hires for hard to fill slots.

2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey • Summary of Findings: Multimedia Cluster

Page 9

General Business Climate

Each business was asked to choose from a list of common deficiencies among recently hired employees. The top three deficiencies reported were basic work ethic (21.5%), technical job skills (16.9%) and general knowledge of business (16.9%). The next highest reported deficiencies were communication skills (13.9%), customer service skills (9.2%), and basic English (6.1%).

MOST COMMON DEFICIENCIES AMONG RECENTLY HIRED EMPLOYEES	
Basic Work Ethic	21.5%
Technical Job Skills	16.9%
General Knowledge of Business	16.9%
Communication Skills	13.9%
Customer Service Skills	9.2%
Basic English	6.1%

Relationships with Education

The final three follow up survey questions were geared toward creating a platform for ongoing dialog with the business community. The first question asked if their particular company was currently working with the local schools to prepare students for the workforce. 32% said they were currently working with schools in some capacity, and of those that replied no, a slight majority said they would either like to, or didn't know at this point. 42% of all respondents said they were either definitely interested or were possibly interested in participating in a stakeholder focus group to discuss issues and skill needs for their industry.

Healthcare

Healthcare businesses included in this cluster are hospitals, doctor's offices and clinics, dentist offices, rehabilitation centers and others. A full listing of NAICS codes and descriptions as well as the actual survey results included in this cluster can be found in **Attachment III**.

63% of the responding firms in this cluster stated they have been in business in the Coachella Valley at least 10 years, with 37% stating less than nine years. 22% of all participants reported that their business had been in the Valley for more than 30 years.

The smaller businesses in this cluster employing less than 20 employees represent 48% of the responding firms, but only 1% of the employees. Over 92% of the total number of healthcare employees represented in this survey work for companies reporting over 100 employees. Not surprisingly, local hospitals currently account for the bulk of the employees in the healthcare cluster.

A third of those participating in the survey chose the Coachella Valley because their clients are here. 22.2% reported they were in the Valley because they already lived here. Another 22.2% relocated to the Valley from elsewhere.

Critical Job Classifications

Healthcare businesses were asked an open ended question regarding which job classifications they felt were essential for their particular business, now and into the future. The three major categories of jobs mentioned by respondents in this cluster were:

- Nurses
- Front and Back Office Workers
- Caregivers/Nursing Assistants

Supply and Demand

81% of the respondents classified these positions as "hard to fill." When asked about the short term (one year) and long term (five year) outlook for labor force demand, roughly 69% of the respondents stated they expect to maintain the current level or increase their labor force. Only 3% expect these positions to decrease. There is currently a well documented shortage of nurses throughout the country, and the Coachella Valley is no exception. There also appears to be a scarcity in other healthcare-related positions including the semi-skilled (housekeeping), technical and administrative areas.

2005 Coachella Valley Economic Partnership's Career Pathways Initiative

Labor Market Survey - Summary of Findings: Healthcare Cluster

Page 11

Respondents, when asked their level of difficulty filling these positions stated that they encounter some or great difficulty 85% of the time. 59% of the responses indicated that less than 20% of their hires for these slots are filled with local candidates, stating they must actively recruit outside the Coachella Valley for 80% of their local hires for hard to fill positions.

General Business Climate

Each business was asked to choose from a list of common deficiencies among recently hired employees. Respondents in this cluster differed from the other two clusters in their top deficiencies reported. The top three deficiencies in this cluster were Communication skills (24%), customer service skills (24%) and basic work ethic (22.2%). The next highest reported deficiencies were basic English (9.3%) and technical job skills (7.4%).

MOST COMMON DEFICIENCIES AMONG RECENTLY HIRED EMPLOYEES	
Communication Skills	24.0%
Customer Service Skills	24.0%
Basic Work Ethic	22.2%
Basic English	9.3%
Technical Job Skills	7.4%

Relationships with Education

The final three follow up survey questions were geared toward creating a platform for ongoing dialog with the business community. The first question asked if their particular company was currently working with the local schools to prepare students for the workforce. 48% said they were currently working with schools in some capacity, and of those that replied no, a strong 69% said they would either like to, or didn't know at this point. 52% of all respondents in this cluster said they were either definitely interested or were possibly interested in participating in a stakeholder focus group to discuss issues and skill needs for their industry.



ADVANCED TECHNOLOGIES

GENERAL QUESTIONS

How long have you been in the Coachella Valley?

0-4 years	4
5-9 years	3
10-20 years	13
21-30 years	4
30 +	8
Non Response	2

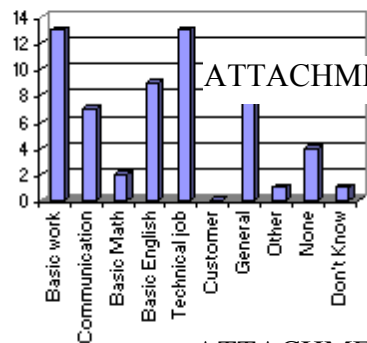
Why did your firm choose the Coachella Valley?

Clients here	3
Lifestyle	2
Already Lived Here	11
Relocated	6
Land Cost	1
Cost of Living	1
Other	6
Non Response	4

Which best describes your operation?

Sole Proprietor	4
Branch	3
Franchise	0
Corporation	18
Corporate HQ	0
Minority Women Owned	1
Other	5
Non Response	3

Common Deficiencies



NS

oy at this locatiior

Advanced Technologies

ATTACHMENT I

NAICS	Description
541690	Agricultural consulting services
	Agrology consulting services
	Agronomy consulting services
	Biological consulting services
	Chemical consulting services
	Dairy herd consulting services
	Economic consulting services
	Energy consulting services
	Entomology consulting services
	Geochemical consulting services
	Horticultural consulting services
	Hydrology consulting services
	Livestock breeding consulting services
	Motion picture consulting services
	Nuclear energy consulting services
	Physics consulting services
	Radio consulting services
	Safety consulting services
	Security consulting services
926130	Communications commissions
	Communications licensing commissions and agencies
	Energy development and conservation programs, government
	Federal Communications Commission (FCC)
	Irrigation districts, nonoperating
	Licensing and inspecting of utilities
	Mosquito eradication districts
	Nuclear energy inspection and regulation offices
	Public service (except transportation) commissions, nonoperating
	Public utility (except transportation) commissions, nonoperating
	Regulation of utilities
	Sanitation districts, nonoperating
	Solar energy regulation
	Wind generated electrical power regulation

Advanced Technologies

ATTACHMENT I

NAICS	Description
334515	Alternator and generator testers manufacturing
	Ampere-hour meters manufacturing
	Analyzers for testing electrical characteristics manufacturing
	Audiofrequency oscillators manufacturing
	Audiometers (except medical) manufacturing
	Automotive electrical engine diagnostic equipment manufacturing
	Battery testers, electrical, manufacturing
	Bridges, electrical (e.g., Kelvin, megohm, vacuum tube, Wheatstone), manufacturin
	Circuit testers manufacturing
	Current measuring equipment manufacturing
	Decade boxes (i.e., capacitance, inductance, resistance) manufacturing
	Demand meters, electric, manufacturing
	Digital panel meters, electricity measuring, manufacturing
	Digital test equipment (e.g., electronic/electrical circuits and equipment
	Diode and transistor testers manufacturing
	Distortion meters and analyzers manufacturing
	Elapsed time meters, electronic, manufacturing
	Electrical network analyzers manufacturing
	Electrical power measuring equipment manufacturing
	Electricity and electrical signal measuring instruments manufacturing
	Electricity and electrical signal testing equipment manufacturing
	Electron tube test equipment manufacturing
	Electronic test equip for testing electrical characteristics manufacturing
	Energy measuring equipment, electrical, manufacturing
	Field strength and intensity measuring equip, electrical, manufacturing
	Frequency meters (e.g., electrical, electronic, mechanical) manufacturing
	Frequency synthesizers manufacturing
	Function generators manufacturing
	Galvanometers (except geophysical) manufacturing
	Graphic recording meters, electric, manufacturing
	Ignition testing instruments manufacturing
	Impedance measuring equipment manufacturing
	Indicating instruments, electric, manufacturing
	Instrument shunts manufacturing
	Instruments for measuring electrical quantities manufacturing
	Instruments, electric (i.e., testing electrical characteristics), manu.
	Integrated-circuit testers manufacturing
	Integrating electricity meters manufacturing
	Internal combustion engine analyzers (i.e., testing electrical characteristics) m
	Kelvin bridges (i.e., electrical measuring instruments) manufacturing
Lab standards testing instr (e.g., capacitance, electrical resistance)	
Logic circuit testers manufacturing	
Measuring equip for electronic & electrical circuits & equipment mfg.	
Measuring instruments and meters, electric, manufacturing	
Meters, electrical (i.e., graphic recording, panelboard, pocket, portable), manuf	
Meters, power factor and phase angle, manufacturing	
Microwave test equipment manufacturing	

Advanced Technologies

ATTACHMENT I

NAICS	Description
334515 (cont'd)	Multimeters manufacturing
	Ohmmeters manufacturing
	Oscillators (e.g., instr. type audiofrequency and radiofrequency) mfg.
	Oscilloscopes manufacturing
	Phase angle meters manufacturing
	Portable test meters manufacturing
	Potentiometric instruments (except industrial process-type) mfg.
	Power factor meters manufacturing
	Power measuring equipment, electrical, manufacturing
	Pulse (i.e., signal) generators manufacturing
	Radar testing instruments, electric, manufacturing
	Radiofrequency measuring equipment manufacturing
	Radiofrequency oscillators manufacturing
	Recorders, oscillographic, manufacturing
	Relays (except electrical, electronic), instrument, manufacturing
	Resistance measuring equipment manufacturing
	Semiconductor test equipment manufacturing
	Shunts, instrument, manufacturing
	Signal generators and averagers manufacturing
	Spark plug testing instruments, electric, manufacturing
	Spectrum analyzers manufacturing
	Standards and calibration equipment for electrical measuring mfg
	Standing wave ratio measuring equipment manufacturing
	Stroboscopes manufacturing
	Sweep generators manufacturing
	Sweep oscillators manufacturing
	Synchrosopes manufacturing
	Tachometer generators manufacturing
	Test equipment for electronic and electrical circuits and equipment mfg.
	Test sets, ignition harness, manufacturing
	Voltmeters manufacturing
	Watt-hour and demand meters, combined, manufacturing
	Watt-hour and time switch meters, combined, manufacturing
	Watt-hour meters, electric, manufacturing
	Wattmeters manufacturing
	Waveform measuring and/or analyzing equipment manufacturing
	Wheatstone bridges (i.e., electrical measuring instruments) mfg.
	X-Y recorders (i.e., plotters (exc computer peripheral equip) mfg

NAICS	Description
334413	Diodes, solid-state (e.g., germanium, silicon), manufacturing
	Fuel cells, solid-state, manufacturing
	Gunn effect devices manufacturing
	Hall effect devices manufacturing
	Hybrid integrated circuits manufacturing
	Infrared sensors, solid-state, manufacturing
	Integrated microcircuits manufacturing
	Laser diodes manufacturing
	LED (light emitting diode) manufacturing
	Light emitting diodes (LED) manufacturing
	Metal oxide silicon (MOS) devices manufacturing
	Microcontroller chip manufacturing
	Microprocessor chip manufacturing
	Monolithic integrated circuits (solid-state) manufacturing
	MOS (metal oxide silicon) devices manufacturing
	Optoelectronic devices manufacturing
	Photoelectric cells, solid-state (e.g., electronic eye), manufacturing
	Photovoltaic devices, solid-state, manufacturing
	Rectifiers, semiconductor, manufacturing
	Semiconductor circuit networks (i.e., solid-state integrated circuits) manufacture
	Semiconductor devices manufacturing
	Semiconductor dice and wafers manufacturing
	Semiconductor memory chips manufacturing
	Silicon wafers, chemically doped, manufacturing
	Solar cells manufacturing
	Static converters, integrated circuits, manufacturing
	Thin film integrated circuits manufacturing
	Thyristors manufacturing
	Transistors manufacturing
	Voltage regulators, integrated circuits, manufacturing
	Wafers (semiconductor devices) manufacturing
333414	Solar energy heating equipment manufacturing
	Solar heating systems manufacturing
238220	Solar heating equipment installation
	Solar heating construction contractors
423720	Solar heating panels and equipment merchant wholesalers
238160	Solar reflecting coating, roof, application
237130	Wind power structure construction
	Alternative energy (e.g., geothermal, ocean wave, solar, wind) structure construc
333611	Wind powered turbine generator sets manufacturing
	Wind turbines (i.e., windmill) manufacturing
	Windmills, electric power, generation-type, manufacturing
335999	Fuel cells, electrochemical generators, manufacturing

Advanced Technologies

ATTACHMENT I

NAICS	Description
562111	Rubbish (i.e., nonhazardous solid waste) hauling, local
562212	Refuse collecting and operating solid waste landfills

	Solid waste landfills combined with collection and/or local hauling of nonhazardous
	Solid waste landfills, nonhazardous
237110	Aqueduct construction
	Artesian well construction
	Capping of water wells
	Construction management, water and sewage treatment plant
	Construction management, water and sewer line
	Distribution line, sewer and water, construction
	Drilling water wells (except water intake wells in oil and gas fields)
	Fire hydrant installation
	Geothermal drilling
	Irrigation system construction
	Pumping station, water and sewage system, construction
	Reservoir construction
	Sanitary sewer construction
	Sewage collection and disposal line construction
	Sewage disposal plant construction
	Sewage treatment plant construction
	Sewer construction
	Sewer main, pipe and connection, construction
	Storm sewer construction
	Utility line (i.e., sewer, water), construction
	Water desalination plant construction
	Water filtration plant construction
	Water main and line construction
	Water pumping or lift station construction
	Water system storage tank and tower construction
	Water treatment plant construction
	Water well drilling, digging, boring or sinking (except water intake wells in oil
	Water well pump and well piping system installation
221330	Geothermal steam production
541330	Engineering Services
541710	Research and Development in the Physical, Engineering, and Life Sciences
221111	Hydroelectric Power Generation (part)
221112	Fossil Fuel Electric Power Generation (part)
221113	Nuclear Electric Power Generation (part)
221119	Other Electric Power Generation (part)

Advanced Technologies

ATTACHMENT I

NAICS	Description
221121	Electric Bulk Power Transmission and Control (part)
221122	Electric Power Distribution (part)
221210	Natural Gas Distribution (part)

221310	Water Supply and Irrigation Systems (part)
221320	Sewage Treatment Facilities
486210	Pipeline Transportation of Natural Gas (part)
562211	Hazardous Waste Treatment and Disposal
562213	Solid Waste Combustors and Incinerators
562219	Other Nonhazardous Waste Treatment and Disposal
562910	Remediation Services (part)
562920	Materials Recovery Facilities
562998	All Other Miscellaneous Waste Management Services (part)



ATTACHMENT II

MULTIMEDIA

GENERAL QUESTIONS

How long have you been in the Coachella Valley?

0-4 years	5
5-9 years	5
10-20 years	12
21-30 years	5
30 +	1
Non Response	3

Why did your firm choose the Coachella Valley?

Clients here	0
Lifestyle	4
Already Lived Here	17
Relocated	1
Land Cost	0
Cost of Living	0
Other	9
Non Response	0

Which best describes your operation?

Sole Proprietor	8
Branch	0
Franchise	0
Corporation	15
Corporate HQ	1
Minority Women Owned	1
Other	6
Non Response	0



QUESTIONS

How many employees do you employ at this location?

0 - 5	16
6 - 20	8
21 - 50	1
51 - 75	3
76 -100	1

ATTACHMENT II

MULTIMEDIA

Employees

47
85
35
200
87

101 +	2
Non Response	0

Total	<u>715</u>
	1,169

In the next year do you expect your labor force to...

Increase	7
Decrease	9
Stay the Same	13
Non Response	2

In the next five years do you expect your labor force to...

Increase	6
Decrease	10
Stay the Same	11
Non Response	4

In the next year are the job classifications in your business expected to...

Increase	5
Decrease	10
Stay the Same	14
Non Response	2

In the next five years are the job classifications in your business expected to...

Increase	6
Decrease	11
Stay the Same	11
Non Response	3

Would you consider any of these positions "hard to fill"?

Yes	21
No	9
Non Response	1

ATTACHMENT II

MULTIMEDIA

How well do you think applicants who meet the requirements for these positions?		continued)	
		ing applicants who	2
		positions?	16
			12
			0
		1	

What local degree or certification (if any) is MOST needed to serve your business today?

Certificate	1
Associates Degree	0
Bachelors Degree	13
High School Diploma	2
Other	12

Non Response 3

What local degree or certification (if any) is MOST needed to serve your business in five years?

Certificate 0
 Associates Degree 0
 Bachelors Degree 12
 High School Diploma 4
 Other 8
 Non Response 7

Do you find it necessary to recruit outside the Coachella Valley for these occupations?

Yes 15
 No 14
 Don't Know 1
 Non Response 1

What percentage of your hiring needs are filled from local candidates?



ATTACHMENT II

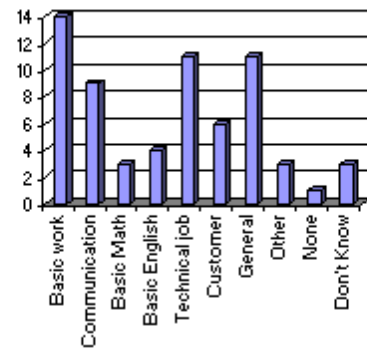
MULTIMEDIA

SUPPLEMENTAL QUESTIONS

What are the two most common deficiencies among recently hired employees?

Basic work ethic 14
 Communication skills 9
 Basic Math 3
 Basic English 4
 Technical job skills 11
 Customer Service Skills 6
 General knowledge of business 11
 Other 3
 None 1
 Don't Know 3

Common Deficiencies



Are you currently working with your local schools to help prepare students for the workforce?

Yes 10
 No 19
 Don't Know 0
 Non Response 1

If NO, are you interested in participating in a program that would help students prepare for the workforce?

Yes	9
No	12
Don't Know	3
Non Response	7

Would your company be interested in participating in a focus group to help ascertain skills/training requirements for your industry?

Yes	13
No	15
Don't Know	0
Maybe	0
Non Response	3

Multimedia

ATTACHMENT II

NAICS

Description

ATTACHMENT II

711510	Actors, independent
	Actresses, independent
	Animated cartoon artists, independent
	Announcers, independent radio and television
	Art restorers, independent
	Artists (except commercial, musical), independent
	Artists (i.e., painters), independent
	Authors, independent
	Ballet dancers, independent
	Cameramen, independent (freelance)
	Cartoonists, independent
	Celebrity spokespersons, independent
	Choreographers, independent
	Cinematographers, independent
	Comedians, independent
	Composers, independent
	Conservators, independent
	Costume designers, independent theatrical
	Dancers, independent
	Directors (i.e., film, motion picture, music, theatrical), independent
	Directors, independent motion picture
	Directors, independent music
	Disc jockeys, independent
	Entertainers, independent
	Ethnic dancers, independent
	Film actors, independent
	Film producers, independent
	Folk dancers, independent
	Ghost writers, independent
	Interpretive dancers, independent
	Jazz dancers, independent
	Journalists, independent (freelance)
	Lighting technicians, theatrical, independent
	Magicians, independent
	Models, independent
	Motion picture directors, independent
	Motion picture producers, independent
	Motivational speakers, independent
	Music arrangers, independent
	Music directors, independent
	Newspaper columnists, independent (freelance)
	Orchestra conductors, independent
	Painters (i.e., artists), independent
	Painting restorers, independent
	Performers (i.e., entertainers), independent
	Performing artists, independent
	Photo journalists, independent (freelance)
	Photographers, independent artistic
	Playwrights, independent
	Poets, independent
	Political cartoonists, independent

Multimedia

NAICS

Description

	Producers, independent
	Radio commentators, independent
	Record producers, independent
	Recording technicians, independent
	Reporters, independent (freelance)
	Scenery designers, independent theatrical
	Screenplay writers, independent

Multimedia

ATTACHMENT II

NAICS	Description
	Editing equipment, motion picture (e.g., rewinders, splicers, titlers, viewers),
	Enlargers, photographic, manufacturing
	Exposure meters, photographic, manufacturing
	Film developing equipment manufacturing
	Flash apparatus, photographic, manufacturing
	Lens hoods, camera, manufacturing
	Light meters, photographic, manufacturing
	Microfiche equipment (e.g., cameras, projectors, readers) manufacturing
	Microfilm equipment (e.g., cameras, projectors, readers) manufacturing
	Motion picture cameras manufacturing
	Motion picture projectors manufacturing
	Overhead projectors (except computer peripheral) manufacturing
	Photocopying machines manufacturing
	Photoflash equipment manufacturing
	Photographic equipment (except lenses) manufacturing
	Projection equipment (e.g., motion picture, slide), photographic, manufacturing
	Projection screens (i.e., motion picture, overhead, slide) manufacturing
	Range finders, photographic, manufacturing
	Readers, microfilm or microfiche, manufacturing
	Screens, projection (i.e., motion picture, overhead, slide), manufacturing
	Sensitometers, photographic, manufacturing
	Tanks, photographic developing, fixing, and washing, manufacturing
	Trays, photographic printing and processing, manufacturing
	Tripods, camera and projector, manufacturing
423410	Camera equipment and supplies, photographic, merchant wholesalers
	Camera, television, merchant wholesalers
	Camera, video (except household-type) merchant wholesalers
	Film developing equipment merchant wholesalers
	Film, photographic, merchant wholesalers
	Identity recorders merchant wholesalers
	Motion picture cameras, equipment, and supplies merchant wholesalers
	Photofinishing equipment merchant wholesalers
	Photographic equipment and supplies merchant wholesalers
	Photographic film merchant wholesalers
	Projection equipment (e.g., motion picture, slide), photographic, merchant wholes
	Television cameras merchant wholesalers
	Theater equipment (except seats) merchant wholesalers
	Video cameras (except household-type) merchant wholesalers
512120	Animated cartoon distribution
	Film distribution agencies
	Film distribution, motion picture and video
	Film libraries, commercial distribution
	Motion picture distribution exclusive of production
	Motion picture film distributors
	Motion picture film libraries
	Tape distribution for television
	Television show syndicators

512131	Cinemas
	Film festivals exhibitors
	Motion picture exhibition
	Motion picture exhibitors for airlines
	Motion picture exhibitors, itinerant
	Theaters, motion picture (except drive-in)
	Theaters, motion picture, indoor
512199	Booking agencies, motion picture
	Booking agencies, motion picture or video productions
	Film libraries, motion picture or video, stock footage
	Film processing laboratories, motion picture
	Laboratory services, motion picture
	Libraries, motion picture stock footage film
	Libraries, videotape, stock footage
	Motion picture booking agencies
	Motion picture film laboratories
	Motion picture film libraries, stock footage
	Motion picture film reproduction for theatrical distribution
	Motion picture laboratories
	Reproduction of motion picture films for theatrical distribution
	Stock footage film libraries
	Videotape libraries, stock footage
512191	Closed captioning services, taped material
	Film or tape closed captioning
	Film or video transfer services
	Motion picture animation, post-production
	Motion picture or video editing services
	Motion picture or video post-production services
	Motion picture or video titling
	Motion picture production special effects, post-production
	Post-production facilities, motion picture or video
	Post-synchronization sound dubbing
	Sound dubbing services, motion picture
	Special effects for motion picture production, post-production
	Subtitling of motion picture film or video
	Tape transfer service
	Teleproduction services
	Titling of motion picture film or video
	Video conversion services (i.e., between formats)
	Video post-production services
512110	Animated cartoon production
	Animated cartoon production and distribution
	Commercials, television, production
	Film studios producing films
	Films, motion picture production
	Films, motion picture production and distribution
	Instructional video production
	Motion picture and video production

Multimedia

ATTACHMENT II

NAICS	Description
	Motion picture and video production and distribution
	Motion picture production

	Motion picture production and distribution
	Motion picture studios, producing motion pictures
	Movie production and distribution
	Music video production
	Music video production and distribution
	Program producing, television
	Television commercial production
	Television show production
	Video production
	Video production and distribution
515111	Broadcasting networks, radio
	Network broadcasting service, radio
	Network radio broadcasting
	Radio broadcasting network services
	Radio broadcasting networks
	Radio broadcasting syndicates
	Satellite radio networks
423690	Antennas merchant wholesalers
	Audiotapes, blank, merchant wholesalers
	Blank diskette merchant wholesalers
	Blank tapes, audio and video, merchant wholesalers
	Broadcasting equipment merchant wholesalers
	Capacitors, electronic, merchant wholesalers
	Carbon monoxide detectors, electronic, merchant wholesalers
	Cellular telephones merchant wholesalers
	Circuit boards merchant wholesalers
	Circuits, integrated, merchant wholesalers
	Communications equipment merchant wholesalers
	Computer boards, unloaded, merchant wholesalers
	Computer chips merchant wholesalers
	Condensers, electronic, merchant wholesalers
	Connectors, electronic, merchant wholesalers
	Diodes merchant wholesalers
	Diskettes, blank, merchant wholesalers
	Electronic parts (e.g., condensers, connectors, switches) merchant wholesalers
	Electronic tubes (e.g., industrial, receiving, transmitting) merchant wholesalers
	Facsimile machines merchant wholesalers
	Integrated circuits merchant wholesalers
	Magnetic tapes, cassettes, and disks, blank, merchant wholesalers
	Modems merchant wholesalers
	Navigational instruments, electronic (e.g., radar, sonar), merchant wholesalers
	Printed circuit boards merchant wholesalers
	Public address systems and equipment merchant wholesalers
	Radar equipment merchant wholesalers
	Radio parts and accessories (e.g., transistors, tubes) merchant wholesalers
	Radios (except household-type) merchant wholesalers
	Rectifiers, electronic, merchant wholesalers

Multimedia

ATTACHMENT II

NAICS	Description
	Resistors, electronic, merchant wholesalers
	Semiconductor devices merchant wholesalers
	Solar cells merchant wholesalers
	Sonar equipment merchant wholesalers

	Switches, electronic, merchant wholesalers
	Tapes, blank, audio and video, merchant wholesalers
	Telegraph equipment merchant wholesalers
	Telephone equipment merchant wholesalers
	Telephones merchant wholesalers
	Transformers, electronic, merchant wholesalers
	Transistors merchant wholesalers
	Transmitters merchant wholesalers
	Tubes, electronic (e.g., industrial, receiving, transmitting), merchant wholesale
	Unloaded computer board merchant wholesalers
	Video tapes, blank, merchant wholesalers
516110	Advertising periodical publishers, exclusively on Internet
	Agricultural magazine and periodical publishers, exclusively on Internet
	Almanac publishers, exclusively on Internet
	Art publishers, exclusively on Internet
	Atlas publishers, exclusively on Internet
	Book publishers, exclusively on Internet
	Broadcasting exclusively on Internet, audio
	Broadcasting exclusively on Internet, video
	Business directory publishers, exclusively on Internet
	Calendar publishers, exclusively on Internet
	Catalog of collections publishers, exclusively on Internet
	Children's coloring book publishers, exclusively on Internet
	Comic book publishers, exclusively on Internet
	Diary and time scheduler publishers, exclusively on Internet
	Dictionary publishers, exclusively on Internet
	Directory publishers, exclusively on Internet
	Discount coupon book publishers, exclusively on Internet
	Electronic directory publishers, exclusively on Internet
	Encyclopedia publishers, exclusively on Internet
	Entertainment sites, Internet
	Fiction book publishers, exclusively on Internet
	Financial magazine and periodical publishers, exclusively on Internet
	Game sites, Internet
	Greeting card publishers, exclusively on Internet
	Guide, street map, publishers, exclusively on Internet
	Internet book publishers
	Internet broadcasting
	Internet comic book publishing
	Internet entertainment sites
	Internet game sites
	Internet magazine publishing
	Internet news publishers
	Internet newsletter publishing
	Internet newspaper publishing
	Internet radio stations

multimedia

ATTACHMENT II

NAICS

Description

	Internet sports sites
	Internet video broadcast sites
	Juvenile magazine and periodical publishers, exclusively on Internet
	Magazine publishers, exclusively on Internet
	Map publishers, exclusively on Internet
	Medical journal and periodical publishers, exclusively on Internet

	Newsletter publishers, exclusively on Internet
	Newspaper publishing, exclusively on Internet
	Nonfiction book publishers, exclusively on Internet
	Pamphlet publishers, exclusively on Internet
	Pattern and plan (e.g., clothing patterns) publishers, exclusively on Internet
	Periodical publishers, exclusively on Internet
	Postcard publishers, exclusively on Internet
	Poster publishers, exclusively on Internet
	Professional book publishers, exclusively on Internet
	Professional magazine and periodical publishers, exclusively on Internet
	Publishers, Internet greeting card
	Publishers, Internet map
	Publishers, Internet racing form
	Racetrack program publishers, exclusively on Internet
	Racing form publishers, exclusively on Internet
	Radio guide publishers, exclusively on Internet
	Radio schedule publishers, exclusively on Internet
	Religious book publishers, exclusively on Internet
	Religious magazine and periodical publishers, exclusively on Internet
	Scholarly journal publishers, exclusively on Internet
	Scholastic magazine and periodical publishers, exclusively on Internet
	School book publishers, exclusively on Internet
	School textbook publishers, exclusively on Internet
	Scientific journal and periodical publishers, exclusively on Internet
	Special interest portals (e.g., parents sharing information about child rearing,
	Street map and guide publishers, exclusively on Internet
	Technical magazine and periodical publishers, exclusively on Internet
	Technical manual publishers, exclusively on Internet
	Telephone directory publishers, exclusively on Internet
	Television guide publishers, exclusively on Internet
	Trade journal publishers, exclusively on Internet
	Trade magazine and periodical publishers, exclusively on Internet
	Travel guide book publishers, exclusively on Internet
	University press publishers, exclusively on Internet
	Video broadcasting, exclusively on Internet
	Web broadcasting
	Web communities (except web search portals)
	Yearbook (e.g., high school, college, university) publishers, exclusively on Inte
515111	Broadcasting networks, radio
	Network broadcasting service, radio
	Network radio broadcasting
	Radio broadcasting network services
	Radio broadcasting networks

Multimedia

ATTACHMENT II

NAICS	Description
	Radio broadcasting syndicates
	Satellite radio networks
515120	Broadcasting networks, television
	Broadcasting stations, television
	Network television broadcasting
	Television broadcasting networks
	Television broadcasting stations

611519	Art schools, commercial or graphic
	Broadcasting schools
	Electronic equipment repair training
	Graphic arts schools
	Modeling schools
	Photography schools, commercial
515112	AM radio stations
	Broadcasting stations (except exclusively on Internet), radio
	Broadcasting studio, radio station
	FM radio stations
	Music program distribution (except exclusively on Internet), radio
	Piped-in music services, radio transmitted
	Radio broadcasting (except exclusively on Internet) stations (e.g., AM, FM, short
	Radio stations (except exclusively on Internet)
	Rebroadcast radio stations (except exclusively on Internet)
	Information access services, on-line
	Internet access providers
	Internet service providers (ISP)
	ISP (internet service providers)
	On-line access service providers
454112	Auctions, Internet retail
	Electronic auctions, retail
	Internet auctions, retail
	Book clubs, not publishing, mail-order
	Catalog (i.e., order taking) offices of mail-order houses
	Collector's items, mail-order houses
	Computer software, mail-order houses
	Direct mailers (i.e., selling own merchandise)
	Mail-order houses
	Order taking offices of mail-order houses
	Prerecorded tape, compact disc, and record mail-order houses
	Television order, home shopping
511130	Almanac publishers
	Almanac publishers and printing combined
	Almanac publishing (i.e., establishments known as publishers)
	Book publishers (e.g., hardback, paperback, tape)
	Book publishers and printing combined
	Book publishers publishing all formats
	Book publishers, university press

Multimedia

ATTACHMENT II

NAICS	Description
	Book publishing (i.e., establishments known as publishers)
	Dictionary publishers
	Dictionary publishers and printing combined
	Dictionary publishing (i.e., establishments known as publishers)
	Encyclopedia publishers
	Encyclopedia publishers and printing combined
	Encyclopedia publishing (i.e., establishments known as publishers)
	Fiction book publishers
	Fiction book publishers and printing combined
	Fiction book publishing (i.e., establishments known as publishers)

	Nonfiction book publishers
	Nonfiction book publishers and printing combined
	Nonfiction book publishing (i.e., establishments known as publishers)
	Pamphlet publishers
	Pamphlet publishers and printing combined
	Pamphlet publishing (i.e., establishments known as publishers)
	Professional book publishers
	Professional book publishers and printing combined
	Professional book publishing (i.e., establishments known as publishers)
	Publishers, book
	Publishers, book, combined with printing
	Religious book publishers
	Religious book publishers and printing combined
	Religious books publishing (i.e., establishments known as publishers)
	School book publishers
	School book publishers and printing combined
	School book publishing (i.e., establishments known as publishers)
	School textbook publishers
	School textbook publishers and printing combined
	School textbook publishing (i.e., establishments known as publishers)
	Technical manual and paperback book publishers
	Technical manual and paperback book publishers and printing combined
	Technical manual publishers
	Technical manual publishing (i.e., establishments known as publishers)
	Travel guide book publishers
	Travel guide book publishers and printing combined
	Travel guide book publishing (i.e., establishments known as publishers)
	University press publishers
511140	Address list compilers
	Address list publishers
	Address list publishers and printing combined
	Address list publishing (i.e., establishments known as publishers)
	Business directory publishers
	Business directory publishers and printing combined
	Business directory publishing (i.e., establishments known as publishers)
	Catalog of collections publishers
	Catalog of collections publishers and printing combined
	Catalog of collections publishing (i.e., establishments known as publishers)
	Compiling mailing lists
	Database and directory publishers

Multimedia

ATTACHMENT II

NAICS	Description
	Database and directory publishers and printing combined
	Database and directory publishing (i.e., establishments known as publishers)
	Database publishers
	Database publishers and printing combined
	Database publishing (i.e., establishments known as publishers)
	Directory and database publishers
	Directory compilers
	Directory publishers
	Directory publishers and printing combined
	Directory publishing (i.e., establishments known as publishers)
	Electronic database publishers
	Electronic database publishing (i.e., establishments known as publishers)

	Mailing list compiling services
	Mailing list publishers
	Publishers, database
	Publishers, directory
	Shipping register publishers
	Shipping register publishers and printing combined
	Shipping register publishing (i.e., establishments known as publishers)
	Telephone directory publishers
	Telephone directory publishers and printing combined
	Telephone directory publishing (i.e., establishments known as publishers)
454111	Business to Consumer retail sales Internet sites
	E-tailers
	Internet retail sales sites
	Web retailers
518112	Internet search web sites
	Portals, web search
	Search portals, Internet
	Web search portals
518111	Information access services, on-line
	Internet access providers
	Internet service providers (ISP)
	On-line access service providers
541430	Art services, commercial
	Art services, graphic
	Art studios, commercial
	Artists, independent commercial
	Artists, independent graphic
	Artists, independent medical
	Commercial art services
	Commercial artists, independent
	Commercial illustration services
	Commercial illustrators, independent
	Communication design services, visual
	Corporate identification (i.e., logo) design services
	Database and directory publishers and printing combined

Multimedia

ATTACHMENT II

NAICS	Description
	Graphic artists, independent
	Graphic design services
	Illustrators, independent commercial
	Medical art services
	Medical artists, independent
	Medical illustration services
	Medical illustrators, independent
	Silk screen design services
	Studios, commercial art
425110	Business to business electronic markets, durable goods, wholesale trade
	Business to business electronic markets, nondurable goods, wholesale trade
	Durable goods business to business electronic markets, wholesale trade

323122	Color separation services, for the printing trade
	Electronic prepress services for the printing trade
	Electrotype plate preparation services
	Embossing plate preparation services
	Engraving printing plate, for the printing trade
	Flexographic plate preparation services
	Gravure plate and cylinder preparation services
	Imagesetting services, prepress
	Letterpress plate preparation services
	Lithographic plate preparation services
	Offset plate preparation services
	Photocomposition services, for the printing trade
	Photoengraving plate preparation services
	Phototypesetting services
	Prepress printing services (e.g., color separation, imagesetting, photocompositio
	Printing plate preparation services
	Printing prepress services (e.g., color separation, imagesetting, photocompositio
	Rotogravure printing plates and cylinders preparation services
	Screen for printing, preparation services
	Typesetting (i.e., computer controlled, hand, machine)
532490	Other Commercial and Industrial Machinery and Equipment Rental and Leasing (part)
512290	Other Sound Recording Industries (part)
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities (part)
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities (part)
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures (part)
711130	Musical Groups and Artists
711190	Other Performing Arts Companies (part)



HEALTHCARE

GENERAL QUESTIONS

How long have you been in the Coachella Valley?

0-4 years	4
5-9 years	6
10-20 years	10
21-30 years	1
30 +	6
Non Response	0

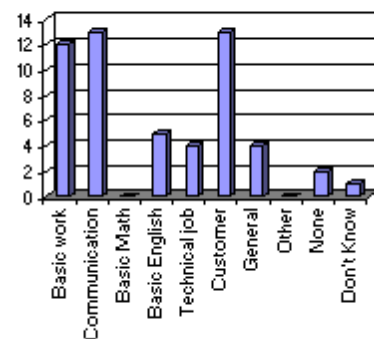
Why did your firm choose the Coachella Valley?

Clients here	9
Lifestyle	4
Already Lived Here	6
Relocated	6
Land Cost	0
Cost of Living	0
Other	2
Non Response	0

Which best describes your operation?

Sole Proprietor	2
Branch	2
Franchise	0
Corporation	20
Corporate HQ	0
Minority Women Owned	1
Other	1
Non Response	1

Common Deficiencies



Healthcare

ATTACHMENT III

NAICS	Description
339116	Dental Laboratories
621111	Acupuncturists' (MDs or DOs) offices (e.g., centers, clinics)
	Allergists' offices (e.g., centers, clinics)
	Anesthesiologists' offices (e.g., centers, clinics)
	Cardiologists' offices (e.g., centers, clinics)
	Clinical pathologists' offices (e.g., centers, clinics)
	Dermatologists' offices (e.g., centers, clinics)
	Doctors of osteopathy (DOs, except mental health) offices (e.g., centers, clinics)
	Family physicians' offices (e.g., centers, clinics)
	Forensic pathologists' offices
	Gastroenterologists' offices (e.g., centers, clinics)
	Gynecologists' offices (e.g., centers, clinics)
	Health screening services in physicians' offices
	Immunologists' offices (e.g., centers, clinics)
	Internists' offices (e.g., centers, clinics)
	MDs' (medical doctors, except mental health) offices (e.g., centers, clinics)
	Medical doctors' (MDs, except mental health) offices (e.g., centers, clinics)
	Neurologists' offices (e.g., centers, clinics)
	Neuropathologists' offices (e.g., centers, clinics)
	Obstetricians' offices (e.g., centers, clinics)
	Oncologists' offices (e.g., centers, clinics)
	Ophthalmologists' offices (e.g., centers, clinics)
	Orthopedic physicians' offices (e.g., centers, clinics)
	Orthopedic surgeons' offices (e.g., centers, clinics)
	Osteopathic physicians' (except mental health) offices (e.g., centers, clinics)
	Otolaryngologists' offices (e.g., centers, clinics)
	Pathologists' (except oral, speech, voice) offices (e.g., centers, clinics)
	Pathologists', forensic, offices (e.g., centers, clinics)
	Pathologists', neuropathological, offices (e.g., centers, clinics)
	Pathologists', surgical, offices (e.g., centers, clinics)
	Pediatricians' (except mental health) offices (e.g., centers, clinics)
	Physicians' (except mental health) offices (e.g., centers, clinics)
	Plastic surgeons' offices (e.g., centers, clinics)
	Proctologists' offices (e.g., centers, clinics)
	Pulmonary specialists' offices (e.g., centers, clinics)
	Radiologists' offices (e.g., centers, clinics)
	Surgeons' (except dental) offices (e.g., centers, clinics)
	Surgical pathologists' offices (e.g., centers, clinics)
	Urologists' offices (e.g., centers, clinics)
	Walk-in physicians' offices (e.g., centers, clinics)
621112	Doctors of osteopathy (DOs), mental health, offices (e.g., centers, clinics)
	DOs' (doctors of osteopathy), mental health, offices (e.g., centers, clinics)
	MDs' (medical doctors), mental health, offices (e.g., centers, clinics)
	Medical doctors' (MDs), mental health, offices (e.g. centers, clinics)
	Mental health physicians' offices (e.g., centers, clinics)
	Pediatricians', mental health, offices (e.g., centers, clinics)
	Physicians', mental health, offices (e.g., centers, clinics)

Psychiatrists' offices (e.g., centers, clinics)

Psychoanalysts' (MDs or DOs) offices (e.g., centers, clinics)

Healthcare

ATTACHMENT III

NAICS	Description
621210	DDSs' (doctors of dental surgery) offices (e.g., centers, clinics)
	Dental surgeons' offices (e.g., centers, clinics)
	Dentists' offices (e.g., centers, clinics)
	DMDs' (doctors of dental medicine) offices (e.g., centers, clinics)
	Doctors of dental medicine (DMDs) offices (e.g., centers, clinics)
	Doctors of dental surgery (DDSs) offices (e.g., centers, clinics)
	Endodontists' offices (e.g., centers, clinics)
	Family dentists' offices (e.g., centers, clinics)
	Oral and maxillofacial surgeons' offices (e.g., centers, clinics)
	Oral pathologists' offices (e.g., centers, clinics)
	Orthodontists' offices (e.g., centers, clinics)
	Pathologists', oral, offices (e.g., centers, clinics)
	Periodontists' offices (e.g., centers, clinics)
	Prosthodontists' offices (e.g., centers, clinics)
	Surgeons', dental, offices (e.g., centers, clinics)
621310	Chiropractors' offices (e.g., centers, clinics)
	DCs' (doctors of chiropractic) offices (e.g., centers, clinics)
	Doctors of chiropractic (DCs) offices (e.g., centers, clinics)
621320	Doctors of optometry (ODs) offices (e.g., centers, clinics)
	ODs' (doctors of optometry) offices (e.g., centers, clinics)
	Optometrists' offices (e.g., centers, clinics)
621330	Clinical psychologists' offices (e.g., centers, clinics)
	Doctors of psychology offices (e.g., centers, clinics)
	Psychoanalysts' (except MDs or DOs) offices (e.g., centers, clinics)
	Psychologists' offices (e.g., centers, clinics), clinical
	Psychotherapists' (except MDs or DOs) offices (e.g., centers, clinics)
	Social workers' offices (e.g., centers, clinics)

Healthcare

ATTACHMENT III

NAICS	Description
621340	Art therapists' offices (e.g., centers, clinics)
	Audiologists' offices (e.g., centers, clinics)
	Dance therapists' offices (e.g., centers, clinics)
	Exercise physiologists' offices (e.g., centers, clinics)
	Hearing testing services by offices of audiologists
	Industrial therapists' offices (e.g., centers, clinics)
	Music therapists' offices (e.g., centers, clinics)
	Occupational therapists' offices (e.g., centers, clinics)
	Pathologists', speech or voice, offices (e.g., centers, clinics)
	Physical equestrian therapist offices (e.g., centers, clinics)
	Physical therapists' offices (e.g., centers, clinics)
	Physical therapy offices (e.g., centers, clinics)
	Physical-integration practitioners' offices (e.g., centers, clinics)
	Physiotherapists' offices (e.g., centers, clinics)
	Recreational (e.g., art, dance, music) therapists' offices (e.g., centers, clinic
	Speech clinicians' offices (e.g., centers, clinics)
	Speech defect clinics
	Speech pathologists' offices (e.g., centers, clinics)
	Speech therapists' offices (e.g., centers, clinics)
	Sports physical therapists' offices (e.g., centers, clinics)
	Voice pathologists' offices (e.g., centers, clinics)
621391	Doctors of podiatry (DPs) offices (e.g., centers, clinics)
	DPs' (doctors of podiatry) offices (e.g., centers, clinics)
	Foot specialists' (podiatry) offices (e.g., centers, clinics)
	Podiatrists' offices (e.g., centers, clinics)
	Popopediatricians' offices (e.g., centers, clinics)

Healthcare

ATTACHMENT III

NAICS	Descriptions
621399	Acupuncturists' (except MDs or DOs) offices (e.g., centers, clinics) Christian Science practitioners' offices (e.g., centers, clinics) Dental hygienists' offices (e.g., centers, clinics) Denturists' offices (e.g., centers, clinics) Dietitians' offices (e.g., centers, clinics) Herbalists' offices (e.g., centers, clinics) Home nursing services, private practice Homeopaths' offices (e.g., centers, clinics) Hypnotherapists' offices (e.g., centers, clinics) Inhalation therapists' offices (e.g., centers, clinics) Licensed practical nurses' (LPNs) offices (e.g., centers, clinics) LPNs' (licensed practical nurses) offices (e.g., centers, clinics) Manual-arts therapists' offices (e.g., centers, clinics) Massage therapists' offices Midwives' offices (e.g., centers, clinics) Naturopaths' offices (e.g., centers, clinics) Nurses', licensed practical or registered, offices (e.g., centers, clinics) Nutritionists' offices (e.g., centers, clinics) Paramedics' offices (e.g., centers, clinics) Physicians' assistants' offices (e.g., centers, clinics) Practical nurses' offices (e.g., centers, clinics), licensed Registered nurses' (RNs) offices (e.g., centers, clinics) Respiratory therapists' offices (e.g., centers, clinics) RNs' (registered nurses) offices (e.g., centers, clinics)
621410	Abortion clinics Birth control clinics Childbirth preparation classes Counseling services, family planning Family planning centers Family planning counseling services Fertility clinics Pregnancy counseling centers Reproductive health services centers
621420	Alcoholism treatment centers and clinics (except hospitals), outpatient Detoxification centers and clinics (except hospitals), outpatient Drug addiction treatment centers and clinics (except hospitals), outpatient Mental health centers and clinics (except hospitals), outpatient Outpatient mental health centers and clinics (except hospitals) Outpatient treatment centers and clinics (except hospitals) for substance abuse () Outpatient treatment centers and clinics for alcoholism Outpatient treatment centers and clinics for drug addiction Psychiatric centers and clinics (except hospitals), outpatient Substance abuse treatment centers and clinics (except hospitals), outpatient
621491	Group hospitalization plans providing health care services Health maintenance organization (HMO) medical centers and clinics HMO (health maintenance organization) medical centers and clinics

NAICS	Description
621492	Dialysis centers and clinics
	Hemodialysis centers and clinics
	Kidney dialysis centers and clinics
	Renal dialysis centers and clinics
621493	Ambulatory surgical centers and clinics, freestanding
	Emergency medical centers and clinics, freestanding
	Freestanding ambulatory surgical centers and clinics
	Freestanding emergency medical centers and clinics
	Laser surgery centers, freestanding
	Trauma centers (except hospitals), freestanding
	Urgent medical care centers and clinics (except hospitals), freestanding
621498	Biofeedback centers and clinics, outpatient
	Clinics/centers of health practitioners from more than one industry practicing wi
	Clinics/centers of health practitioners with multi-industry degrees
	Community health centers and clinics, outpatient
	Infusion therapy centers and clinics, outpatient
	Pain therapy centers and clinics, outpatient
	Sleep disorder centers and clinics, outpatient
621511	Bacteriological laboratories, diagnostic
	Bacteriological laboratories, medical
	Biological laboratories, diagnostic
	Blood analysis laboratories
	Cytology health laboratories
	DNA testing laboratories
	Forensic laboratories, medical
	Genetic testing laboratories
	Laboratories, medical (except radiological, X-ray)
	Laboratory testing services, medical (except radiological, X-ray)
	Medical laboratories (except radiological, X-ray)
	Medical pathology laboratories
	Mycology health laboratories
	Parasitology health laboratories
	Pathological analysis laboratories
	Pathology laboratories, medical
	Testing laboratories, medical
	Toxicology health laboratories
	Urinalysis laboratories

NAICS	Description
621512	CAT (computerized axial tomography) scanner centers
	Computer tomography (CT-SCAN) centers
	CT-SCAN (computer tomography) centers
	Dental X-ray laboratories
	Diagnostic imaging centers (medical)
	Laboratories, dental X-ray
	Laboratories, medical radiological or X-ray
	Laboratory testing services, medical radiological or X-ray
	Magnetic resonance imaging (MRI) centers
	Mammogram (i.e., breast imaging) centers
	Medical laboratories, radiological or X-ray
	Medical radiological laboratories
	Medical X-ray laboratories
	Mobile breast imaging centers
	Mobile X-ray facilities (medical)
	MRI (magnetic resonance imaging) centers
	Position emission tomography (PET) scanner centers
	Radiological laboratories, medical
	Radiological laboratory services, medical
	Single photon emission computerized tomography (SPECT) centers
	Ultrasound imaging centers
	X-ray laboratories, medical or dental
621610	Home care of elderly, medical
	Home health agencies
	Home health care agencies
	Home nursing services (except private practices)
	Hospice care services, in home
	Nurse associations, visiting
	Nursing agencies, primarily providing home nursing services
	Visiting nurse associations
621910	Air ambulance services
	Ambulance services, air or ground
	Emergency medical transportation services, air or ground
	Rescue services, air
	Rescue services, medical
621991	Blood banks
	Blood donor stations
	Eye banks
	Organ banks, body
	Organ donor centers, body
	Placenta banks
	Plasmapheresis centers
	Sperm banks, human

Healthcare

ATTACHMENT III

NAICS

Description

621999	Blood pressure screening facilities
	Blood pressure screening services
	Health screening services (except by offices of health practitioners)
	Hearing testing services (except by offices of audiologists)
	Pacemaker monitoring services
	Physical fitness evaluation services (except by offices of health practitioners)
	Smoking cessation programs
	Stop smoking clinics
622110	General Medical and Surgical Hospitals (part)
622210	Psychiatric and Substance Abuse Hospitals (part)
622310	Specialty (except Psychiatric and Substance Abuse) Hospitals
623110	Nursing Care Facilities (part)
623210	Residential Mental Retardation Facilities (part)
623311	Continuing Care Retirement Communities (part)