



General and Operations Managers in 2 California Counties

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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, resumé, 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 Occupation

11-1021 General and Operations Managers

2 Counties

6079 San Luis Obispo County, CA

6083 Santa Barbara County, CA

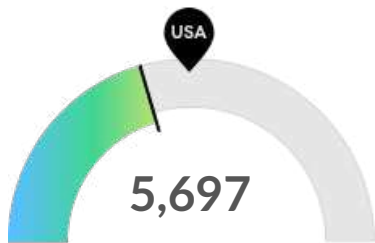
Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

Executive Summary

Light Job Posting Demand Over a Thin Supply of Regional Jobs



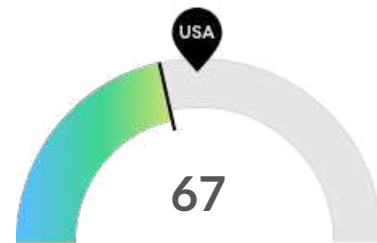
Jobs (2023)

Your area is not a hotspot for this kind of job. The national average for an area this size is 7,497* employees, while there are 5,697 here.



Compensation

Earnings are about average in your area. The national median salary for General and Operations Managers is \$97,603, compared to \$98,507 here.



Job Posting Demand

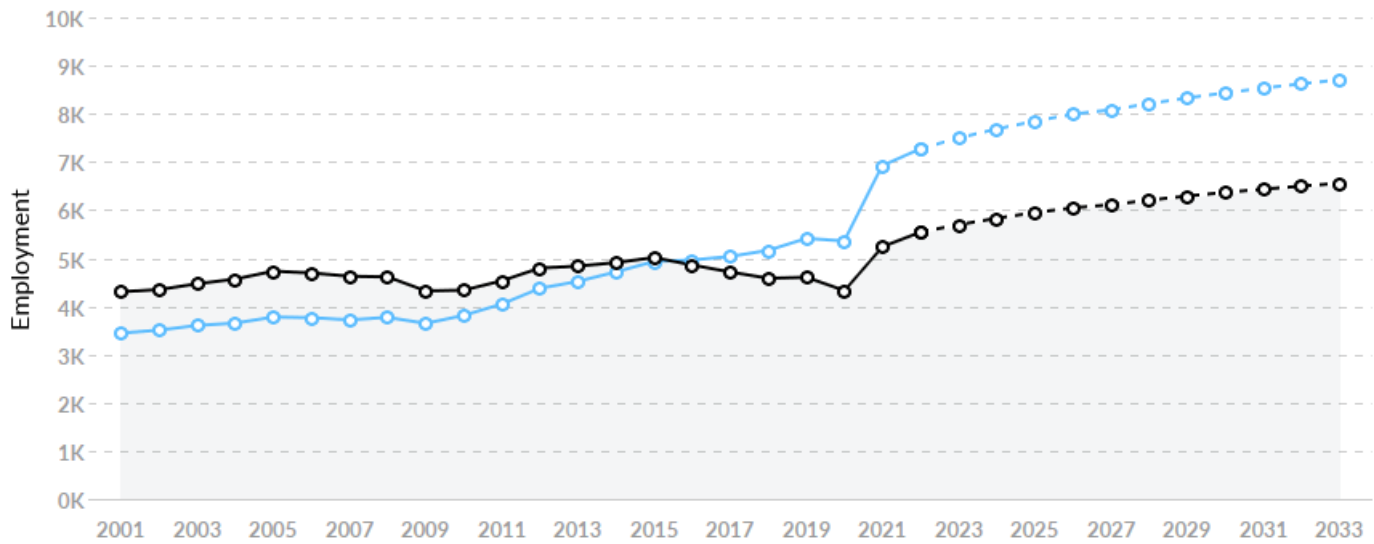
Job posting activity is low in your area. The national average for an area this size is 82* job postings/mo, while there are 67 here.

*National average values are derived by taking the national value for General and Operations Managers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Lower Than the National Average

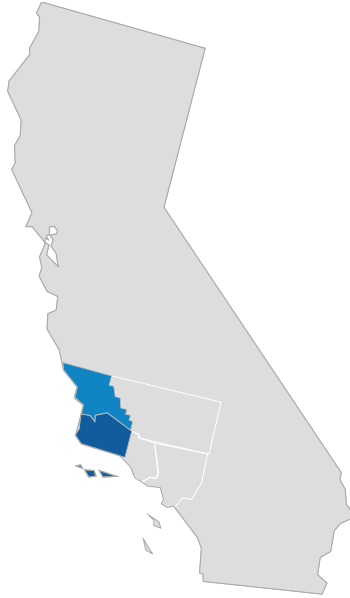
An average area of this size typically has 7,497* jobs, while there are 5,697 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.



Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	5,697	6,556	859	15.1%
● National Average	7,497	8,704	1,207	16.1%

*National average values are derived by taking the national value for General and Operations Managers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



County	2023 Jobs
Santa Barbara County, CA	3,588
San Luis Obispo County, CA	2,109

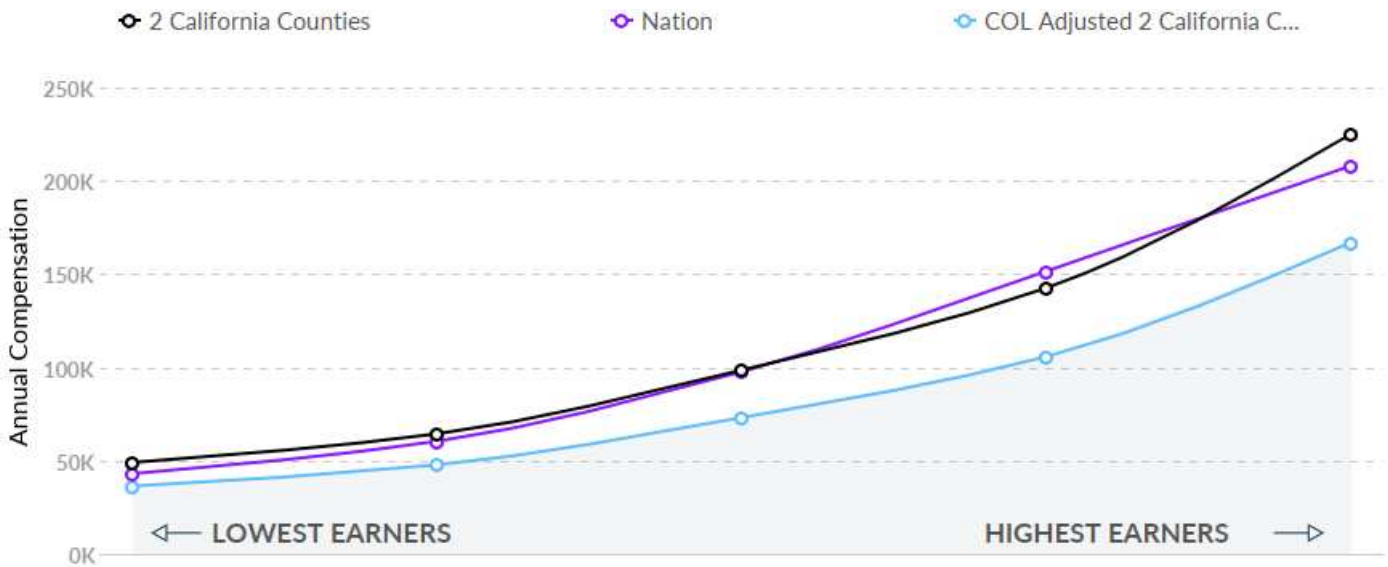
Most Jobs are Found in the Restaurants and Other Eating Places Industry Sector



Compensation

Regional Compensation Is the Same Cost as the Nation

For General and Operations Managers, the 2021 median wage in your area is \$98,507, while the national median wage is \$97,603.



Job Posting Activity



400 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2023.



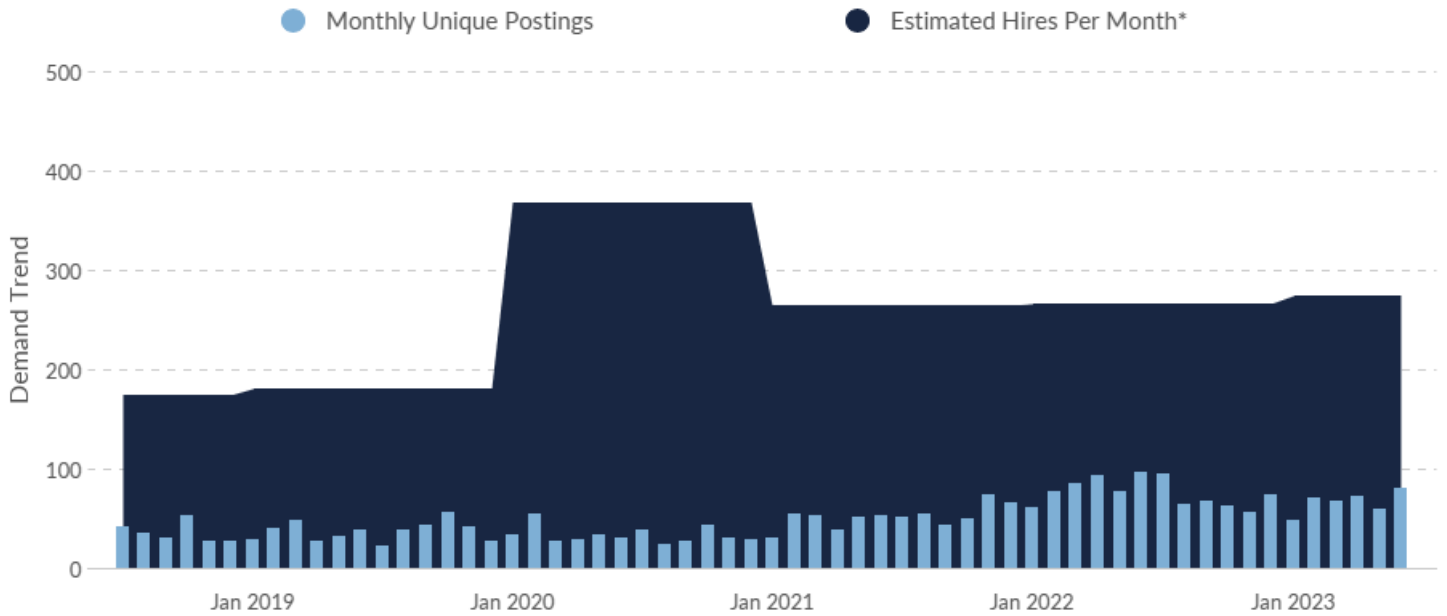
191 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2023.



34 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
General and Operations Managers	67	274

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

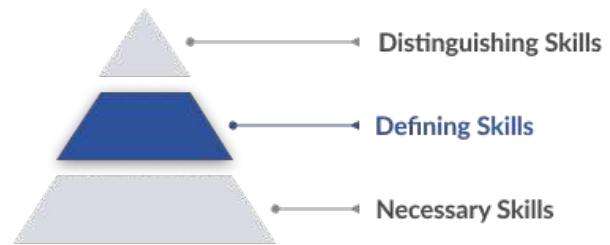
Top Companies	Unique Postings	Top Job Titles	Unique Postings
Dollar Tree	20	General Managers	51
CVS Health	18	Operations Managers	38
Gold's Gym	9	Operations Supervisors	24
BevMo!	8	Assistant Operations Managers	21
County Santa Barbara Health	8	Operations Leads	15
GoPuff	8	Assistant General Managers	8
People's Care Behavioral Health	8	Directors of Operations	8
Jiffy Lube	7	Automotive Center Managers	7
Old Navy	7	Children's Services Administrato...	7
Gap	6	Operations Coordinators	7

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

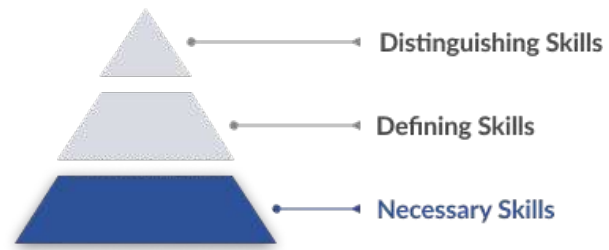
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting
Operations Management		95
Profit And Loss (P&L) Management		28

Top Necessary Skills by Demand

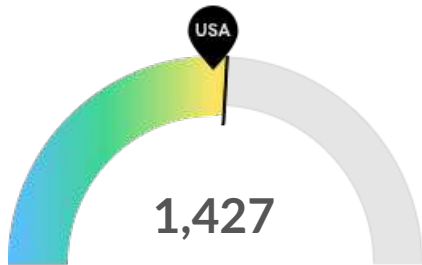
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Merchandising	✘	95
Marketing	✘	59
Auditing	✘	50
Valid Driver's License	✘	46
Accounting	✘	34
Finance	✘	31
Project Management	✘	27
Process Improvement	✘	22
Key Performance Indicators (KPIs)	✘	20

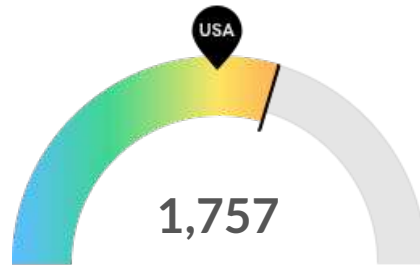
Demographics

Retirement Risk Is About Average, While Overall Diversity Is High



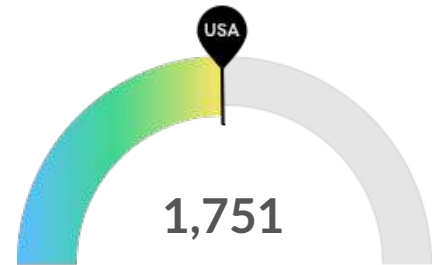
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 1,353* employees 55 or older, while there are 1,427 here.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 1,352* racially diverse employees, while there are 1,757 here.

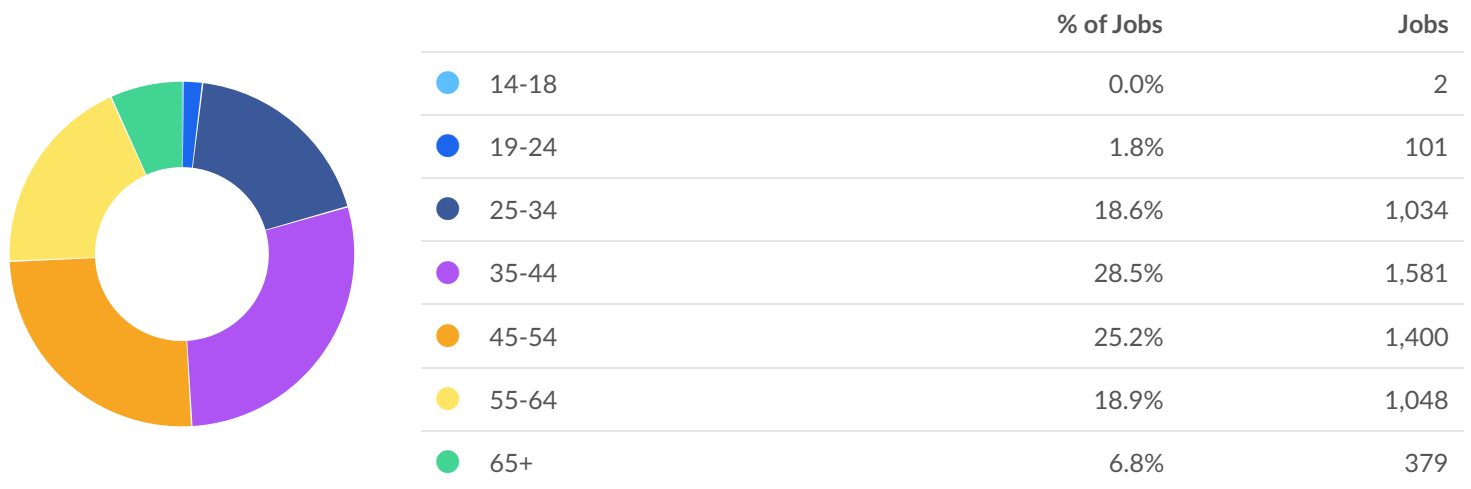


Gender Diversity

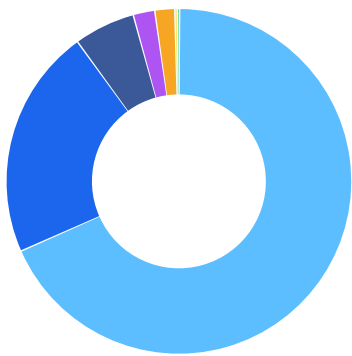
Gender diversity is about average in your area. The national average for an area this size is 1,767* female employees, while there are 1,751 here.

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Occupation Age Breakdown

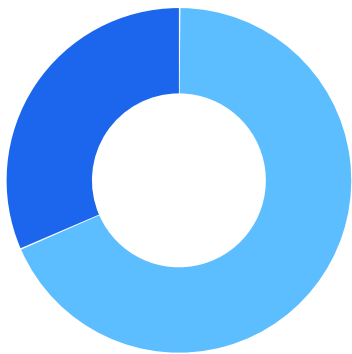


Occupation Race/Ethnicity Breakdown



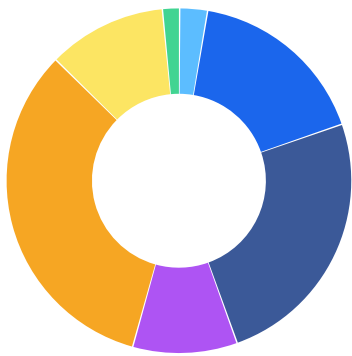
	% of Jobs	Jobs
White	68.3%	3,787
Hispanic or Latino	21.6%	1,198
Asian	5.7%	318
Two or More Races	2.0%	112
Black or African American	1.9%	103
American Indian or Alaska Native	0.2%	14
Native Hawaiian or Other Pacific Islander	0.2%	11

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	68.4%	3,793
Females	31.6%	1,751

National Educational Attainment



	% of Jobs
● Less than high school diploma	2.6%
● High school diploma or equivalent	17.0%
● Some college, no degree	24.8%
● Associate's degree	9.8%
● Bachelor's degree	33.0%
● Master's degree	11.1%
● Doctoral or professional degree	1.6%

Occupational Programs



13 Programs

Of the programs that can train for this job, 13 have produced completions in the last 5 years.



9,023 Completions (2021)






The completions from all regional institutions for all degree types.



760 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
24.0101	Liberal Arts and Sciences/Liberal Studies	6,420
52.0201	Business Administration and Management, General	1,336
52.0101	Business/Commerce, General	663
03.0103	Environmental Studies	377
03.0104	Environmental Science	103
52.1301	Management Science	46
24.0199	Liberal Arts and Sciences, General Studies and Humanities, ...	22
30.9999	Multi-/Interdisciplinary Studies, Other	22
52.0703	Small Business Administration/Management	14
52.1101	International Business/Trade/Commerce	13

Top Schools	Completions (2021)	
Cuesta College	3,184	
Allan Hancock College	2,384	
Santa Barbara City College	1,889	
California Polytechnic State University-San Luis Obispo	974	
University of California-Santa Barbara	499	
Laurus College	43	
Antioch University-Santa Barbara	42	
Westmont College	8	

Appendix A

General and Operations Managers (SOC 11-1021):

Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors. Excludes First-Line Supervisors.

Sample of Reported Job Titles:

- District Manager
- Store Manager
- Operations Manager
- General Manager (GM)
- Store Director
- Site Operations Manager
- Operations Director
- Business Manager
- Plant Superintendent
- Office Manager

Related O*NET Occupation:

General and Operations Managers (11-1021.00)