

# Knowledge and Innovation Services Cluster

San Luis Obispo County - Quarter 4 – 2014 Data Source: EMSI 2014.4 – Employees

Total Jobs SLO County

**5,646**

% Change (2009-2014)

**+12.0%**

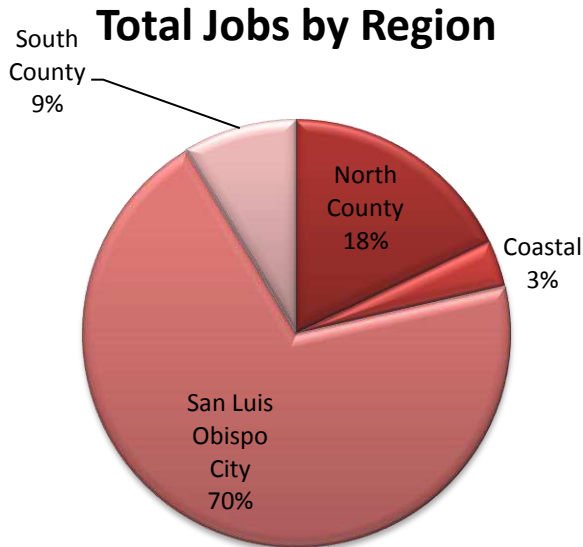
Average Earnings Per Job (2014)

**\$43,442**

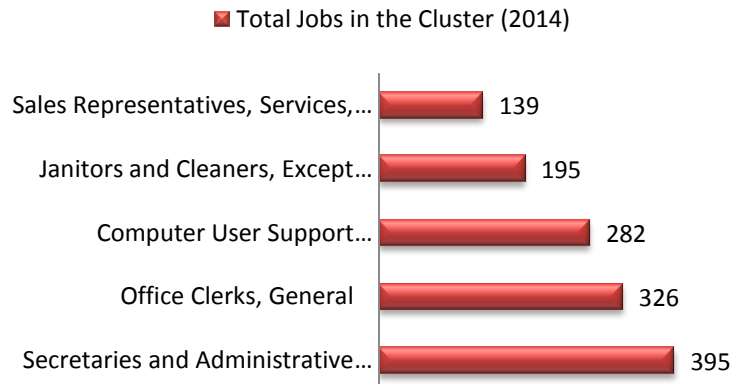
Total Jobs by Region <sup>1</sup>	
Coastal	196
North County	1,013
San Luis Obispo City	3,946
South County	484

Largest Regional K&I Businesses
Cuesta College
National Sales Services Inc
Options Family of Services Inc
Applied Technologies Associates
IQMS Inc.

Top Industries in Cluster		
Colleges, Universities, and Professional Schools Industry	1,950 Jobs	Employee Annual Average Earnings \$10,364
Custom Computer Programming Services Industry	885 Jobs	Employee Annual Average Earnings \$63,725



## Occupations Employed in the Knowledge & Innovation Cluster (2014)



Knowledge and Innovation Industry Cluster <sup>2</sup>	
518210 Data Pros etc.	541820 Public Relation.
519130 Internet Pub etc.	541830 Media Buying...
541511 Cust Comp Prog.	541840 Media Represent.
541512 Computer System.	541850 Display Advertis...
541513 Computer Fac...	541860 Direct Mail Adver.
541519 Other Computer...	541870 Advertising Mat.
541611 Admin. Manage...	541890 Other Services...
541612 Human Resources.	541910 Marketing Res...
541613 Marketing Consul.	541921 Photography Stud.
541614 Process, Physical...	541922 Commercial Photo
541618 Other Manag...	541930 Translational & In.
541690 Other Scientific...	541940 Veterinary Service
541810 Advertising Agen...	541990 All Other Prof.
611310 Colleges, Universities, and Professional Schools	
Computer Software, hardware & Training	
323111 Commercial Grav...	454111 Electronic Shop...
323113 Commercial Scre...	454112 Electronic Auct...
334111 Electronic Comp...	511210 Software Publish.
334112 Computer Stor...	611420 Computer Train...
423430 Computer and ...	811212 Computer and ...
425110 Business to Business Electronic Markets	
Telecommunications	
517110 Wired Telecomm...	811213 Communication...
517410 Satellite Telecommunications	

Courtesy of Workforce Investment Board of San Luis Obispo County

A proud partner of America's JobCenter of California<sup>SM</sup>

<sup>1</sup> Regions are defined by zip code as follows: Coastal-93402, 93412, 93428, 93430, 93435, 93442, 93443, and 93452. North County-93422, 93423, 93432, 93446, 93447, 93451, 93453, 93461, and 93465. SLO City-93401, 93403, 93405, 93406, 93407, 93408, 93409, and 93410. South County-93420, 93421, 93433, 93444, 93445, 93448, 93449, 93475, and 93483.

<sup>2</sup> The Knowledge & Innovation Cluster analyzed in this snapshot closely followed those identified in previous countywide reports, however in some cases, relevant industries were added to established clusters and cluster definitions were refined to utilize North American Industry Classification System (NAICS) demarcation at the 4-digit or 6-digit level.