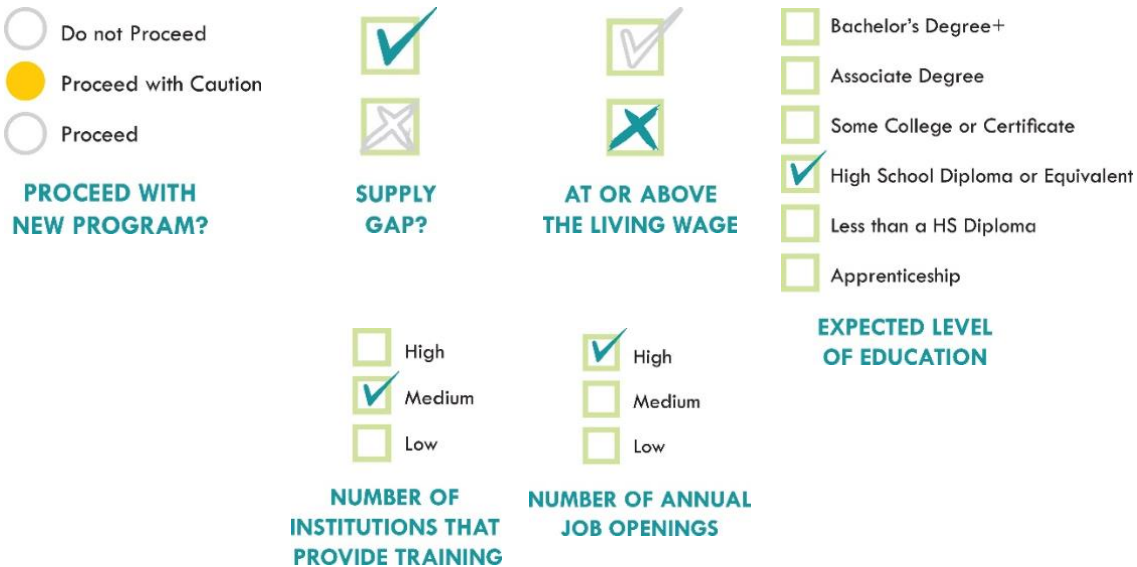


# First-Line Supervisors of Retail Sales Workers

Labor Market Analysis: San Diego County

April 2021

## Summary



The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *First-Line Supervisors of Retail Sales Workers* in San Diego County have a labor market demand of 1,252 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and seven educational institutions in San Diego County supply 16 awards for this occupation, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage, but median wages for this occupation are above the living wage. The COE recommends proceeding with caution when developing a new program because 1) entry-level wages are below the living wage and 2) the percentage of students who obtained a living wage after completing a related program is **below** the state average for students who complete Career Education programs in general. Colleges should note that **employers typically require a high school diploma or equivalent as the minimum educational requirement for this occupation.**

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)<sup>1</sup> system:

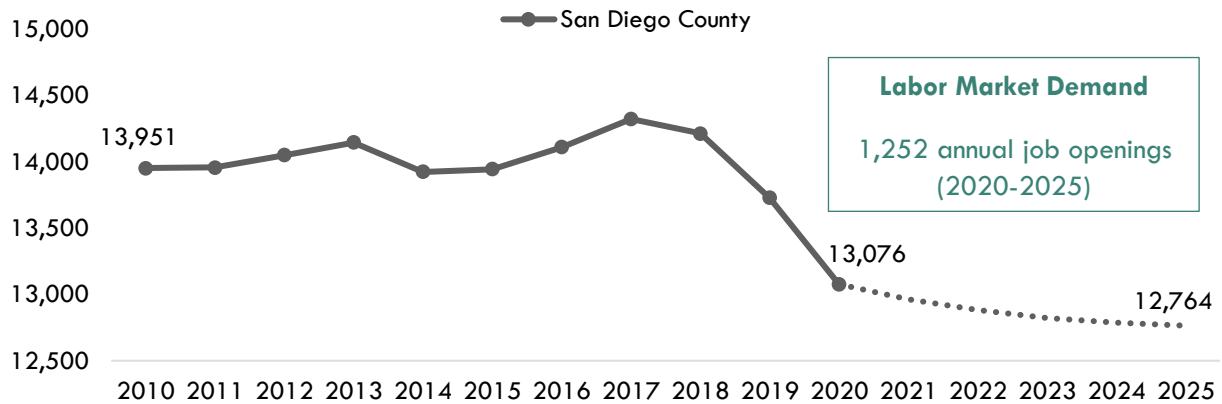
**First-Line Supervisors of Retail Sales Workers (SOC 41-1011):** Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties. Sample reported job titles include:

- Store Manager
- Department Supervisor
- Department Manager
- Shift Manager
- Key Carrier

## Projected Occupational Demand

Between 2020 and 2025, *First-Line Supervisors of Retail Sales Workers* are projected to decrease by 312 net jobs or two percent (Exhibit 1). Employers in San Diego County will need to hire 1,252 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1: Number of Jobs for *First-Line Supervisors of Retail Sales Workers* (2010-2025)<sup>2</sup>**



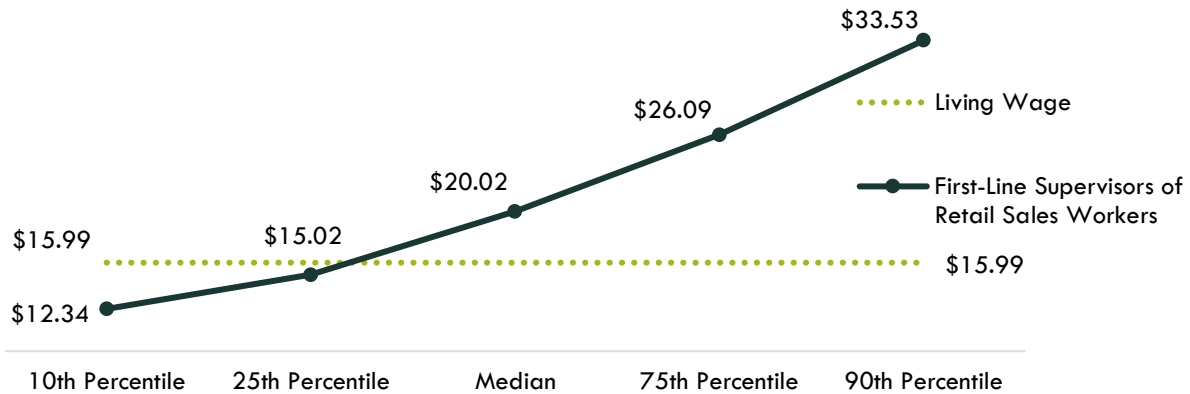
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

<sup>2</sup> EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

## Earnings

*First-Line Supervisors of Retail Sales Workers* receive entry-level hourly earnings of \$15.02; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 2).<sup>3</sup>

**Exhibit 2: Hourly Earnings<sup>4</sup> for *First-Line Supervisors of Retail Sales Workers* in San Diego County<sup>5</sup>**



## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>6</sup> There are four TOP codes and five CIP codes related to *First-Line Supervisors of Retail Sales Workers* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for *First-Line Supervisors of Retail Sales Workers***

### *First-Line Supervisors of Retail Sales Workers*

TOP 0506.50: Retail Store Operations and Management

TOP 0509.40: Sales and Salesmanship

TOP 0509.60: Display

TOP 0509.70: E-Commerce (business emphasis)

<sup>3</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightccd.org/2018-self-sufficiency-standard](https://insightccd.org/2018-self-sufficiency-standard).

<sup>4</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>5</sup> EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

<sup>6</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](https://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](https://nces.ed.gov/ipeds/use-the-data)).

*First-Line Supervisors of Retail Sales Workers*

CIP 52.0208: E-Commerce/Electronic Commerce

CIP 52.0212: Retail Management

CIP 52.1803: Retailing and Retail Operations

CIP 52.1804: Selling Skills and Sales Operations

CIP 52.1899: General Merchandising, Sales, and Related Marketing Operations, Other

According to TOP data, six community colleges supply the region with awards for this occupation: Grossmont College, MiracCosta College, Palomar College, San Diego City College, San Diego Mesa College and Southwestern College. According to CIP data, one non-community-college institution supplies the region with awards, Ashford University (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2017-18 through PY2019-20 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
0506.50	Retail Store Operations and Management	<b>4</b>	<b>0</b>	<b>4</b>
	• Grossmont	2	0	
	• MiraCosta	1	0	
	• Palomar	0	0	
	• San Diego City	0	0	
	• San Diego Mesa	1	0	
0509.40	Sales and Salesmanship	<b>1</b>	<b>0</b>	<b>1</b>
	• San Diego City	1	0	
0509.70	E-Commerce (Business emphasis)	<b>1</b>	<b>0</b>	<b>1</b>
	• Southwestern	1	0	
52.0208	E-Commerce/Electronic Commerce	<b>0</b>	<b>10</b>	<b>10</b>
	• Ashford University	0	10	
			<b>Total</b>	<b>16</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>7</sup> suggests that there is a **supply gap** for this occupation in San Diego County, with **1,252** annual openings and **16** awards. Comparatively, there are **14,457** annual openings in California and **441** awards, suggesting that there is also a supply gap across the state<sup>8</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	1,252	16	<b>1,236</b>
California	14,457	441	<b>14,016</b>

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

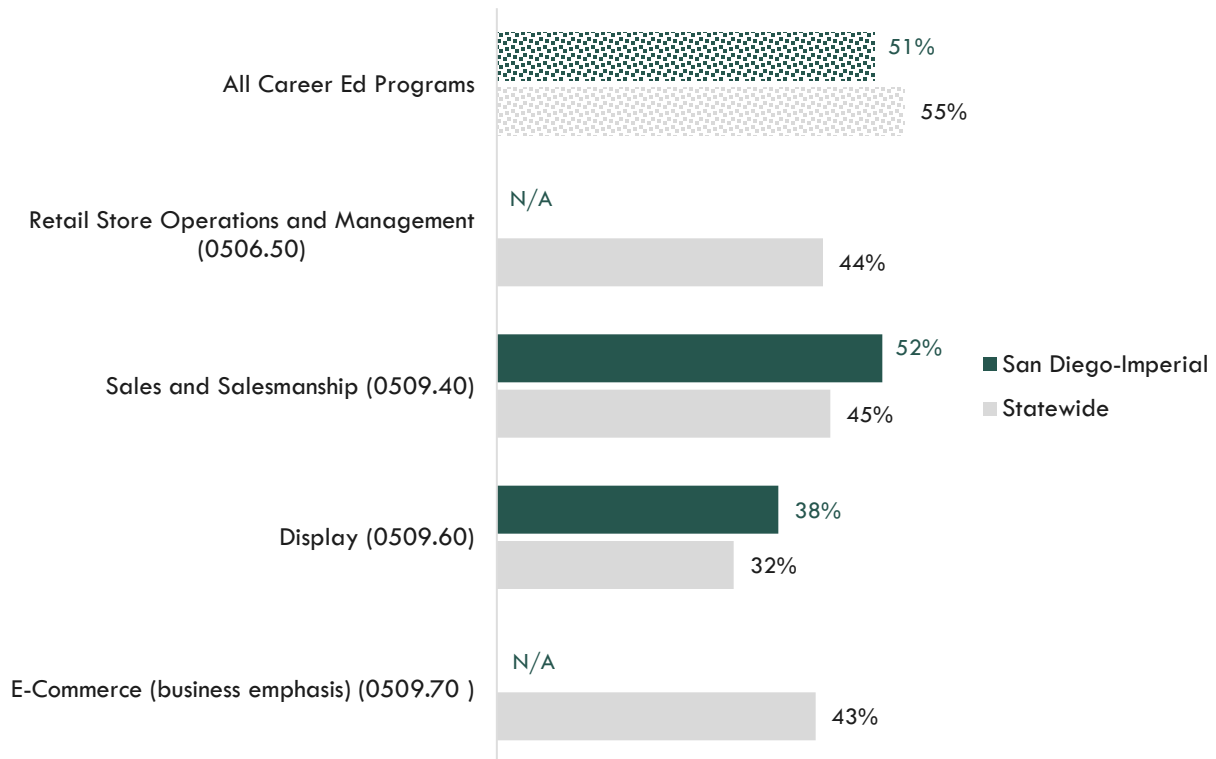
<sup>7</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>8</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, between 38 to 52 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *First-Line Supervisors of Retail Sales Workers*, compared to 32 to 45 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>9</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18<sup>10</sup>**

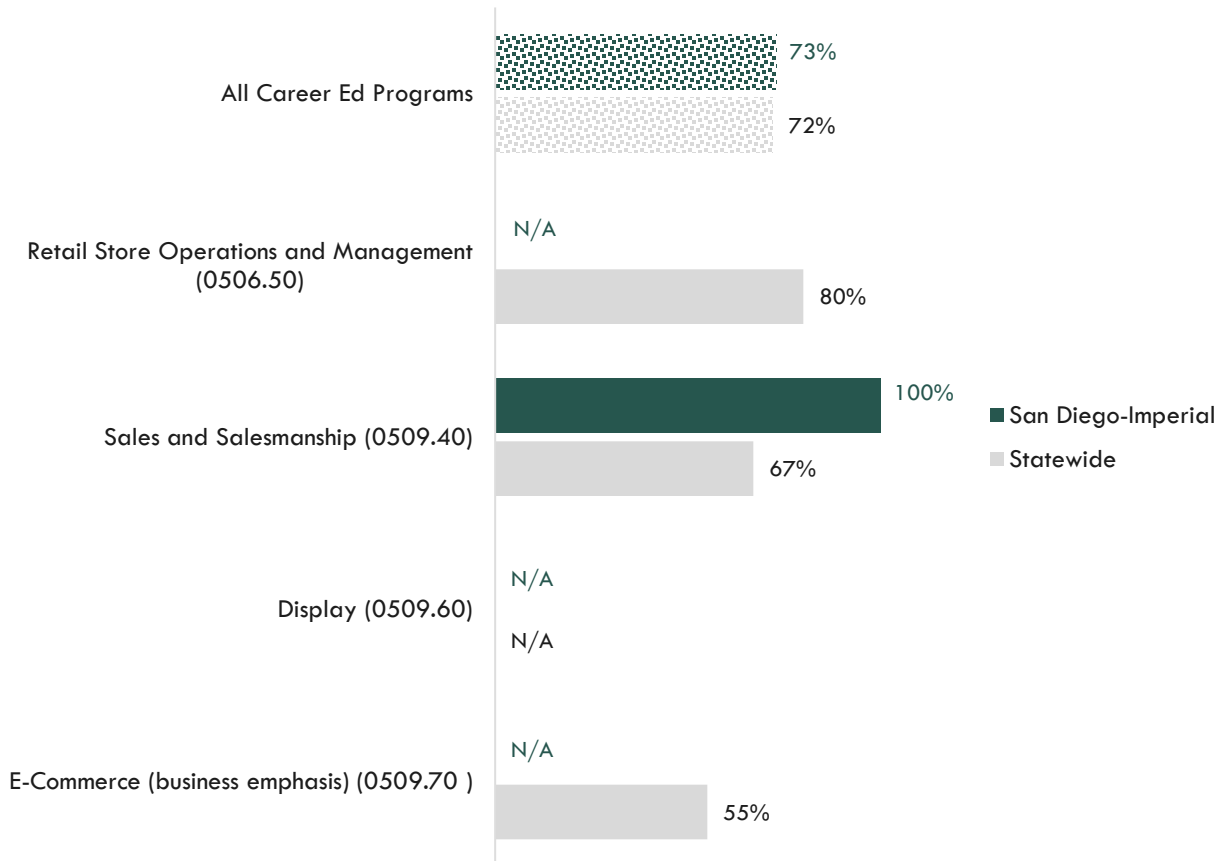


<sup>9</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>10</sup> Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 100 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing Sales and Salesmanship (0509.40)—a program related to *First-Line Supervisors of Retail Sales Workers*—compared to 55 to 80 percent statewide in other related programs and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>11</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17<sup>12</sup>**



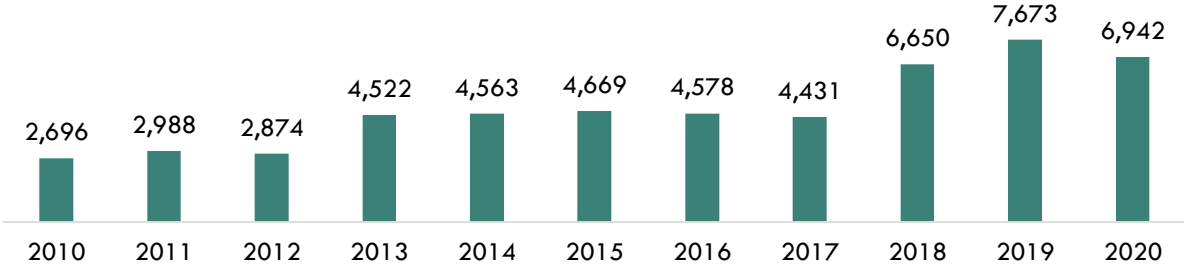
<sup>11</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>12</sup> Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 4,781 online job postings per year for *First-Line Supervisors of Retail Sales Workers* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7: Number of Online Job Postings for *First-Line Supervisors of Retail Sales Workers* in San Diego County (2010-2020)<sup>13</sup>**



## Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for this occupation were *Sprouts Farmers Markets*, *Goodwill*, *VF Corporation*, *CVS Health*, and *Macy's* based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers in San Diego County for *First-Line Supervisors of Retail Sales Workers*<sup>14</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>• Sprouts Farmers Markets</li> <li>• Goodwill</li> <li>• VF Corporation</li> <li>• CVS Health</li> <li>• Macy's</li> </ul>	<ul style="list-style-type: none"> <li>• Petco</li> <li>• Sprint Corporation</li> <li>• The Home Depot Incorporated</li> <li>• Thermo Fisher Scientific Inc.</li> <li>• AutoZone Auto Parts</li> </ul>

<sup>13</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

<sup>14</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.



## Education, Skills, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education is a [high school diploma or equivalent](#).<sup>15</sup>

**Exhibit 9: National Educational Attainment of First-Line Supervisors of Retail Sales Workers<sup>16</sup>**

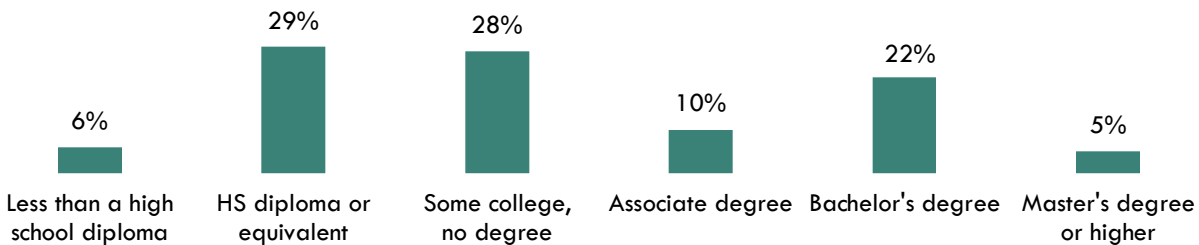


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 10: Top Skills for First-Line Supervisors of Retail Sales Workers in San Diego County<sup>17</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Retail Industry Knowledge</li> <li>• Store Management</li> <li>• Sales</li> <li>• Merchandising</li> <li>• Customer Service</li> <li>• Scheduling</li> <li>• Sales Goals</li> <li>• Store Operations</li> <li>• Product Knowledge</li> <li>• Budgeting</li> <li>• Retail Management</li> <li>• Retail Sales</li> <li>• Supervisory Skills</li> <li>• Sales Management</li> <li>• Customer Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Physical Abilities</li> <li>• Organizational Skills</li> <li>• Teamwork / Collaboration</li> <li>• Planning</li> <li>• Problem Solving</li> <li>• Computer Literacy</li> <li>• Leadership</li> <li>• Building Effective Relationships</li> <li>• Creativity</li> <li>• Detail-Oriented</li> <li>• Time Management</li> <li>• Multi-Tasking</li> <li>• Written Communication</li> <li>• English</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft Word</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Outlook</li> <li>• SAP</li> <li>• Salesforce</li> <li>• Word Processing</li> <li>• Enterprise Resource Planning</li> <li>• Customer Relationship Management</li> <li>• Microsoft Access</li> <li>• Software Development</li> <li>• Oracle</li> <li>• Google Docs</li> <li>• SQL</li> <li>• Facebook</li> </ul>

<sup>15</sup> EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

<sup>16</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 11: Top Certifications for *First-Line Supervisors of Retail Sales Workers* in San Diego County<sup>18</sup>**

Top Certifications in Online Job Postings

1. Food Handler Certification
  2. Pharmacy Technician Certification Board (PTCB)
  3. Security Clearance
  4. Automotive Service Excellence (ASE) Certification
  5. OSHA Forklift Certification
  6. ServSafe
  7. Project Management Certification
  8. First Aid CPR AED
  9. Project Management Professional (PMP)
  10. Cosmetology License
  11. Food Service Certification
  12. Makeup Artist
  13. Optician
  14. Cash Handling Certification
  15. Certified Information Systems Security Professional (CISSP)
- 

<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Prepared by:

Tina Ngo Bartel, Director ([tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu))

John Edwards, Research Analyst ([jedwards@miracosta.edu](mailto:jedwards@miracosta.edu))

Priscilla Fernandez, Research Analyst ([pfernandez@miracosta.edu](mailto:pfernandez@miracosta.edu))

San Diego-Imperial Center of Excellence for Labor Market Research



### **Important Disclaimers**

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.