










Retail Store Occupations

Labor Market Analysis: Imperial County

June 2021

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 Proceed with Caution	 	 	<input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	LOW 	HIGH 	

This brief provides labor market information about *Retail Store Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Retail Store Occupations* include “Cashiers,” “Driver/Sales Workers,” “First-Line Supervisors of Retail Sales Workers,” “Retail Salespersons,” “Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel,” and “Stockers and Order Fillers.” According to available labor market information, *Retail Store Occupations* in Imperial County have a labor market demand of 851 annual job openings (while average demand for a single occupation in Imperial County is 14 annual job openings), and no institution in Imperial County supplies awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages, except for “Cashiers” and “Retail Salespersons,” and median wages for these occupations are above the living wage. This brief recommends proceeding with caution when developing a new program, but supports a program modification because although there may be a supply gap, 1) some occupations have entry-level earnings 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.**

Introduction

This report provides labor market information in Imperial County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Cashiers** (SOC² 41-2011): Receive and disburse money in establishments other than financial institutions. May use electronic scanners, cash registers, or related equipment. May process credit or debit card transactions and validate checks.
- **Driver/Sales Workers** (SOC 53-3031): Drive truck or other vehicle over established routes or within an established territory and sell or deliver goods, such as food products, including restaurant take-out items, or pick up or deliver items such as commercial laundry. May also take orders, collect payment, or stock merchandise at point of delivery.
- **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.
- **Retail Salespersons** (SOC 41-2031): Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers.
- **Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel** (SOC 41-3091): Sell services to individuals or businesses. May describe options or resolve client problems.
- **Stockers and Order Fillers** (SOC 53-7065): Receive, store, and issue merchandise, materials, equipment, and other items from stockroom, warehouse, or storage yard to fill shelves, racks, tables, or customers' orders. May operate power equipment to fill orders. May mark prices on merchandise and set up sales displays.

For the purpose of this report, these occupations are referred to as *Retail Store Occupations*.

¹ 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).

² 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).

Projected Occupational Demand

Between 2020 and 2025, *Retail Store Occupations* are projected to decrease by 192 net jobs or three percent (Exhibit 1a). Employers in Imperial County will need to hire 851 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

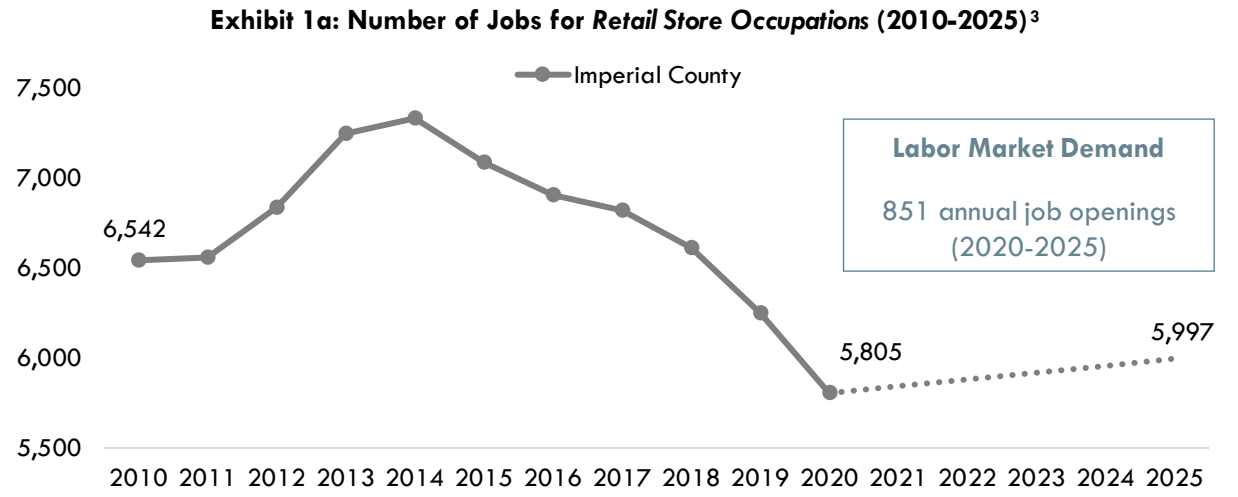


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Cashiers” are projected to have the most labor market demand between 2020 and 2025, with 342 annual job openings.

Exhibit 1b: Number of Jobs for Retail Store Occupations in Imperial County (2020-2025)⁴

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
Cashiers	1,918	1,980	62	3%	342
Retail Salespersons	2,066	2,158	92	4%	298
Stockers and Order Fillers	840	867	27	3%	107
First-Line Supervisors of Retail Sales Workers	706	712	6	1%	73
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	170	168	-2	-1%	19
Driver/Sales Workers	105	112	7	7%	12
Total	5,805	5,997	192	3%	851

³ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

⁴ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

Earnings

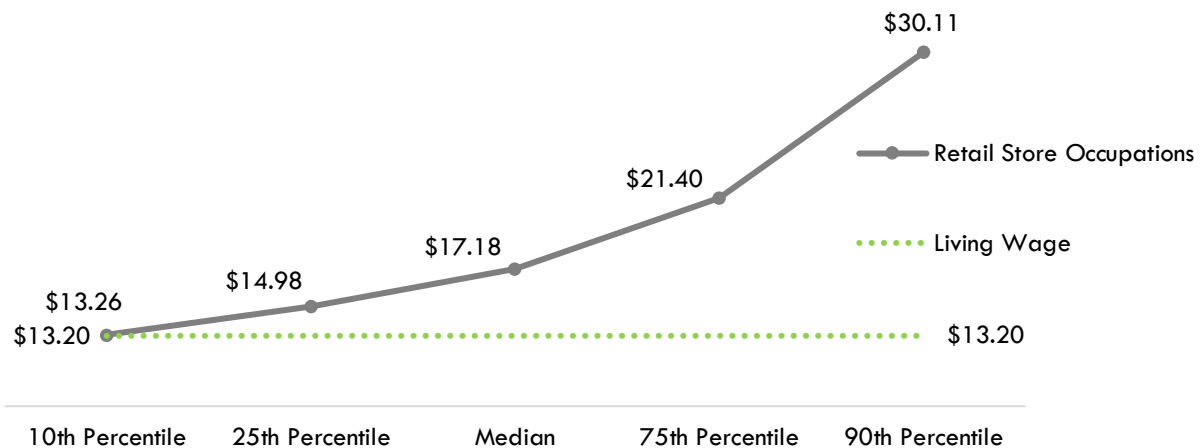
Exhibit 2b disaggregates the hourly earnings by occupation. Entry-level hourly earnings for *Retail Store Occupations* range from \$13.02 to \$20.46 (Exhibit 2a).

Exhibit 2a: Hourly Earnings for *Retail Store Occupations* in Imperial County⁵

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	\$20.46	\$23.63	\$30.67
Driver/Sales Workers	\$14.88	\$18.61	\$23.70
First-Line Supervisors of Retail Sales Workers	\$14.86	\$18.54	\$24.77
Stockers and Order Fillers	\$13.61	\$15.05	\$18.32
Cashiers	\$13.02	\$14.05	\$15.20
Retail Salespersons	\$13.02	\$13.21	\$15.72

On average, the entry-level hourly earnings for *Retail Store Occupations* are \$14.98; this is more than the living wage for a household of two adults and two school-age children in Imperial County, which is \$13.20 per hour (Exhibit 2b).⁶

Exhibit 2b: Average Hourly Earnings⁷ for *Retail Store Occupations* in Imperial County⁸



⁵ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

⁶ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁷ 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.

⁸ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

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.⁹ There are **four** TOP codes and **five** CIP codes related to *Retail Store Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Retail Store Occupations

TOP or CIP Code	TOP or CIP Program Title
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)
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, **no** community college supplies the region with awards for this occupation. According to CIP data, **no** non-community-college institution supplies the region with awards (Exhibit 4).

Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2014-15 through PY2018-19 Average)

TOP or CIP Code	TOP or CIP Program 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	0	0	0
	<ul style="list-style-type: none"> Imperial Valley 	0	0	
			Total	0

⁹ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁰ suggests that there is a **supply gap** for this occupation in Imperial County, with **851** annual openings and **zero** awards. Comparatively, there are **14,457** annual openings in California and **441** awards, suggesting that there is a supply gap across the state¹¹ (Exhibit 5).

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

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	851	0	851
California	14,457	441	14,016

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.

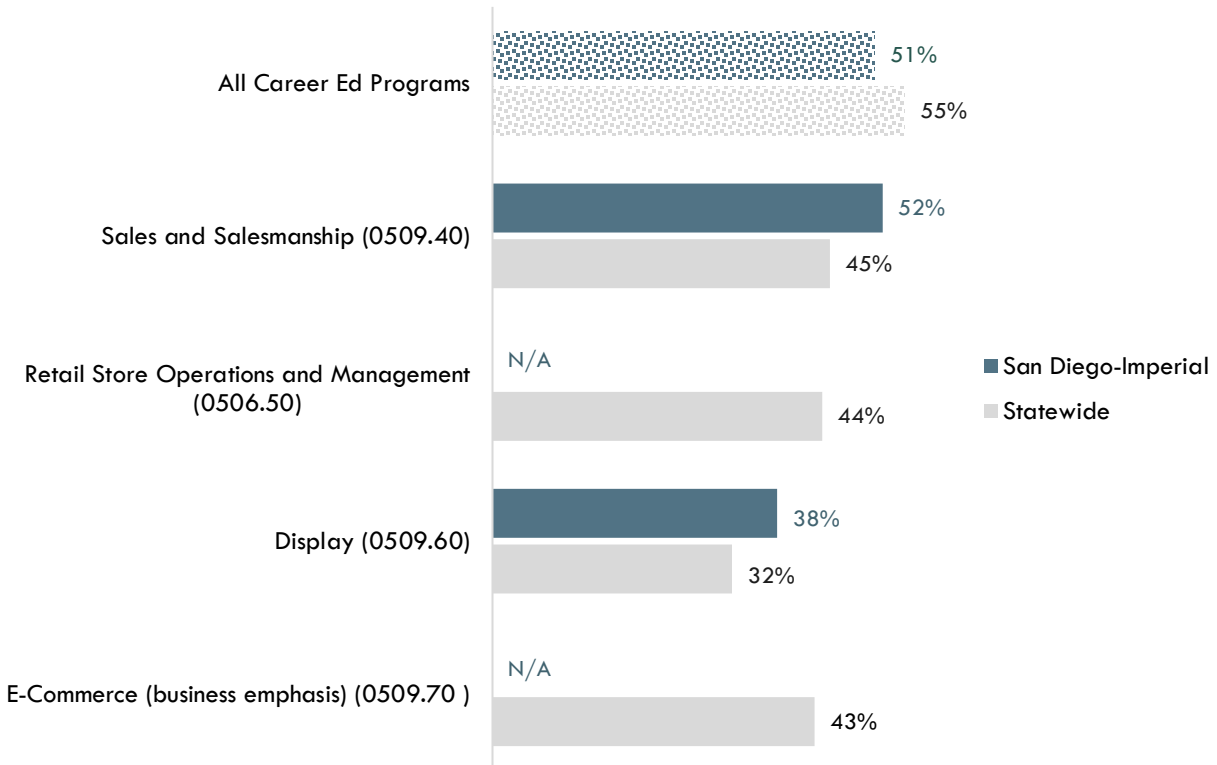
¹⁰ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹¹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 38 to 52 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Retail Store Occupations*, compared to 32 to 45 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹²

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18¹³

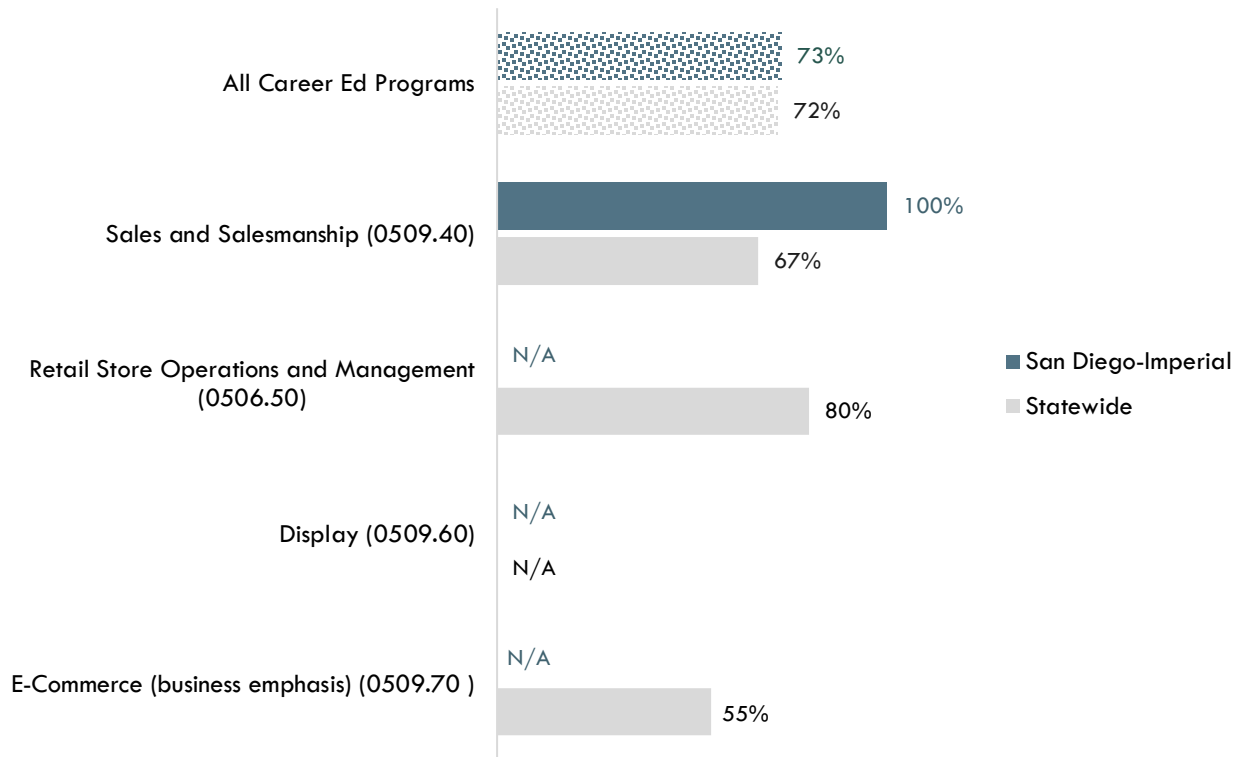


¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ Among completers and skills builders who exited, the proportion 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 a program related to *Retail Store Occupations*, compared to 55 to 80 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁴

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17¹⁵



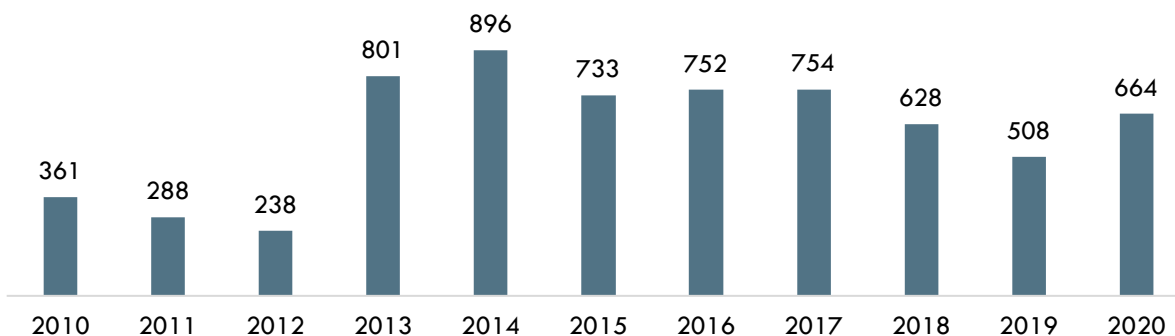
¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ 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 602 online job postings per year for *Retail Store Occupations* in Imperial County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). 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 *Retail Store Occupations* in Imperial County (2010-2020)¹⁶



Top Employers

Between January 1, 2018 and December 31, 2020, the top employers in Imperial County for *Retail Store Occupations* were *Lowe's Companies*, *AutoZone Auto Parts*, *Macy's*, *Pilot Flying J*, and *Burlington* based on online job postings (Exhibit 8).

Exhibit 8: Top Employers in Imperial County for *Retail Store Occupations*¹⁷

Top Employers	
<ul style="list-style-type: none">• Lowe's Companies, Inc.• AutoZone Auto Parts• Macy's• Pilot Flying J• Burlington	<ul style="list-style-type: none">• The Home Depot Incorporated• JCPenney• Kirklands Incorporated• Dollar Tree• Target

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

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

Education, Skills, and Certifications

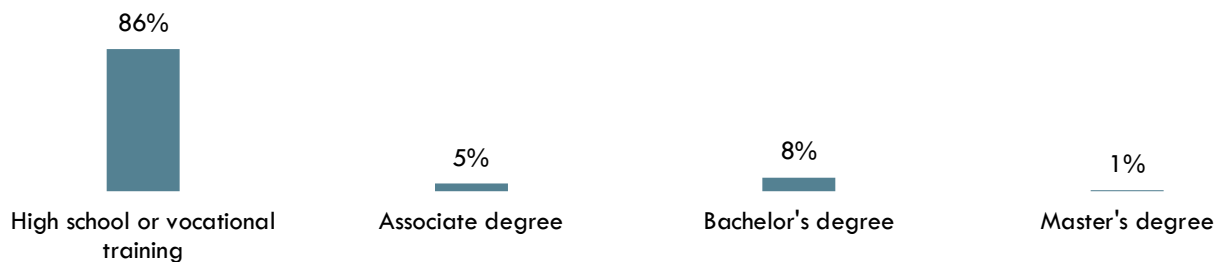
The typical entry-level education for *Retail Store Occupations* ranges from no formal educational credential to a high school diploma or equivalent (Exhibit 9a).¹⁸

Exhibit 9a: National Educational Attainment for *Retail Store Occupations*¹⁹

Occupational Title	Typical Entry-Level Education
Driver/Sales Workers	High school diploma or equivalent
First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	High school diploma or equivalent
Stockers and Order Fillers	High school diploma or equivalent
Cashiers	No formal educational credential
Retail Salespersons	No formal educational credential

Based on online job postings between January 1, 2018 and December 31, 2020 in Imperial County, employers posted a high school or vocational training as the educational requirement for *Retail Store Occupations* (Exhibit 9b).²⁰

Exhibit 9b: Educational Requirements for *Retail Store Occupations* in Imperial County²¹



*May not add up to 100 percent due to rounding.

¹⁸ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

¹⁹ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

²⁰ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

²¹ "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.

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 Retail Store Occupations in Imperial County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Sales • Retail Industry Knowledge • Customer Service • Merchandising • Store Management • Scheduling • Customer Contact • Store Operations • Retail Sales • Sales Goals • Lifting Ability • Product Sales • Product Knowledge • Cash Handling • Customer Checkout 	<ul style="list-style-type: none"> • Communication Skills • Physical Abilities • Organizational Skills • Teamwork / Collaboration • Building Effective Relationships • Detail-Oriented • Problem Solving • English • Written Communication • Multi-Tasking • Decision Making • Verbal / Oral Communication • Leadership • Computer Literacy • Planning 	<ul style="list-style-type: none"> • Microsoft Excel • Palm OS • Microsoft Word • Computer-Assisted Auditing Technology Services • Microsoft PowerPoint • Word Processing • Active Server Pages • Facebook • Microsoft Access • Microsoft Outlook • SAS • AWS Redshift • Computer Aided Drafting/Design • Enterprise Resource Planning • Extensible Markup Language

²² 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 *Retail Store Occupations* in Imperial County²³

Top Certifications in Online Job Postings

1. Automotive Service Excellence (ASE) Certification
 2. Food Handler Certification
 3. CDL Class B
 4. First Aid CPR AED
 5. Pharmacy Technician Certification Board (PTCB)
 6. Makeup Artist
 7. Cosmetology License
 8. Cash Handling Certification
 9. Ca License
 10. Security Clearance
 11. Casino Gaming License
 12. CDL Class A
 13. OSHA Forklift Certification
 14. Medical Examiner's License
 15. Six Sigma Certification
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²³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Prepared by:

Tina Ngo Bartel, Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

Priscilla Fernandez, Research Analyst (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.