

May 2023

Labor Market Analysis

Retail Salespersons & Business Operations Specialists, All Other



Prepared by Central Valley/Mother Lode Center of Excellence



POWERED BY



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COVID-19 Statement: This report includes employment projection data by Lightcast. Lightcast’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Fresno City College to determine whether there is demand in the local labor market that is not being met by the supply from community college and non-community college programs. This report summarizes labor market demand, wages, skills, and supply for:

- Retail Salespersons (SOC 41-2031)
- Online Merchants (O*NET occupation 13-1199.06), classified under Business Operations Specialists, All Other (SOC 13-1199)

Key Findings

- **Occupational Demand** — In 2021, there were 10,940 jobs for *Business and Sales-related Occupations* in Fresno County. The two occupations of interest have a projected growth rate of four percent over the next five years, and 1,445 annual openings.
- **Wages** — Both occupations of interest earn an entry-level wage above the living wage in the SCV/SML subregion, which is \$11.91/hour for a single adult.¹
- **Employers** — Employers in the SCV/SML subregion include Macy's, Dollar General, and Lowe's.
- **Skills** — The top baseline skill is sales; the top specialized skill is merchandising; and the top software skill is Microsoft Office.
- **Education** — No formal education credential is typically required for Retail Salesperson. A bachelor's degree is typically required for Business Operations Specialists, All Other
- **Supply and Demand Analysis** — Based on 1,445 annual openings in Fresno County (i.e., demand), and 68 awards conferred in the region (i.e., supply), an analysis of supply and demand suggests there is a minimum undersupply of 1,377 workers in the SCV/SML subregion.

Recommendation

This report suggests there is a shortage of 1,377 *business and sales-related occupations* workers in the subregion. Based on this finding, it is recommended that Fresno City College work with the regional directors, the college's advisory board, and local industry when discussing the creation of new programs or the expansion or modification of relevant programs.

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Fresno City College with labor market information for business and sales-related occupations. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional supply data has been included for broader applicability and use. The Standard Occupational Classification (SOC) System code and occupational title used in this report from the Bureau of Labor Statistics and O*NET Online are shown below.

Retail Salespersons (SOC 41-2031)

- **Job Description:** Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers.
- **Knowledge:** Sales and Marketing, Customer and Personal Service, English Language, Administration and Management, Mathematics
- **Skills:** Persuasion, Active Listening, Service Orientation, Speaking, Negotiation

Online Merchants (O*NET Code 13-1199.06)

- **Job Description:** Conduct retail activities of businesses operating exclusively online. May perform duties such as preparing business strategies, buying merchandise, managing inventory, implementing marketing activities, fulfilling and shipping online orders, and balancing financial records.
- **Knowledge:** English Language, Sales and Marketing, Customer and Personal Service, Administration and Management, Communication and Media
- **Skills:** Reading Comprehension, Active Listening, Critical Thinking, Speaking, Persuasion

Occupational Demand

Exhibit 1a shows trends for *business and sales-related occupations* in Fresno County. Between 2021 to 2026, the number of jobs for the two occupations of interest is projected to increase by a total of nearly 500 jobs.

Exhibit 1a. Occupational projections for Business and Sales-related Occupations in Fresno County

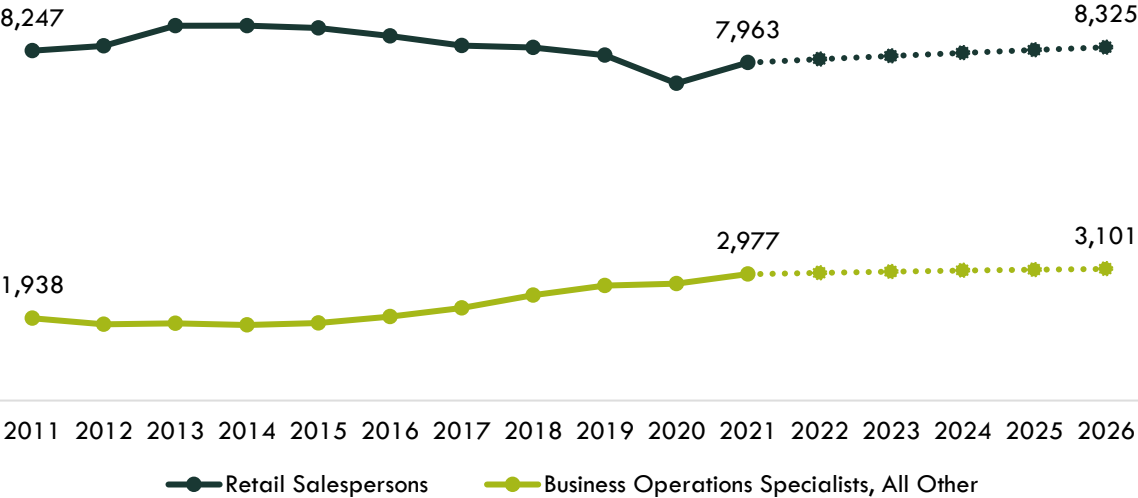
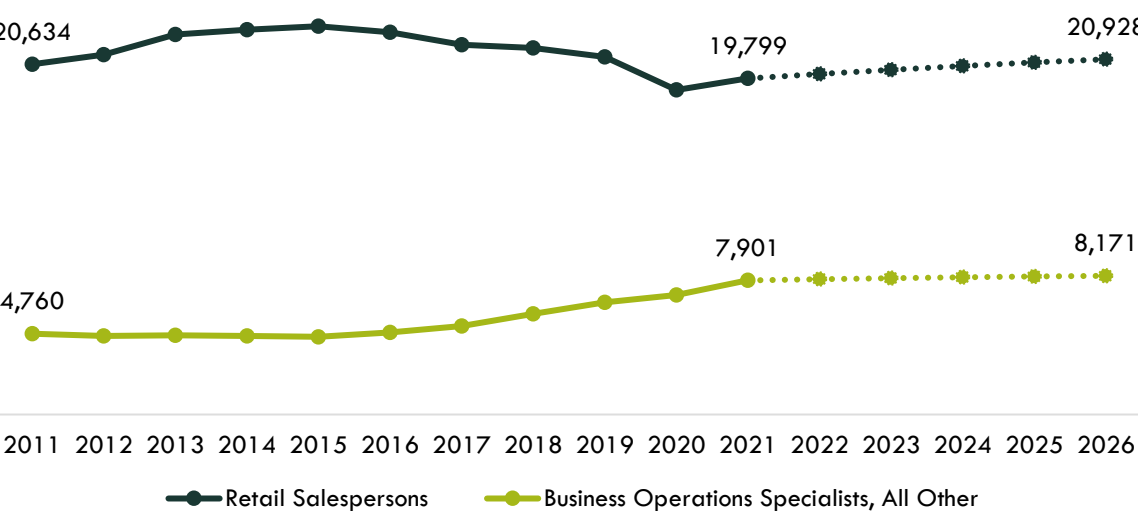


Exhibit 1b shows trends for *business and sales-related occupations* in the SCV/SML subregion. Between 2021 to 2026, the number of jobs for the two occupations of interest is projected to increase by a total of approximately 1,400 jobs.

Exhibit 1b. Occupational projections for Business and Sales-related Occupations in SCV/SML subregion



In 2021, there were 10,940 jobs for *business and sales-related occupations* in Fresno County (Exhibit 2a). Business and sales-related occupations are projected to grow by four percent over the next five years and have projected annual openings of 1,445.

Exhibit 2a. Occupational projections for *Business and Sales-related Occupations* in Fresno County

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Retail Salespersons	7,963	8,325	362	5%	1,202
Business Operations Specialists, All Other	2,977	3,101	124	4%	243
TOTAL	10,940	11,426	486	4%	1,445

In 2021, there were 27,700 jobs for *business and sales-related occupations* in the SCV/SML subregion (Exhibit 2b). Business and sales-related occupations are projected to grow by five percent over the next five years and have projected annual openings of 3,680.

Exhibit 2b. Occupational projections for *Business and Sales-related Occupations* in SCV/SML subregion

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Retail Salespersons	19,799	20,928	1,128	6%	3,048
Business Operations Specialists, All Other	7,901	8,171	270	3%	632
TOTAL	27,700	29,099	1,399	5%	3,680

Wages

The average living wage for a single adult in the SCV/SML subregion is \$11.91/hour.² Exhibit 3a-3b shows the entry-hourly wages for *business and sales-related occupations*, for Fresno County and the SCV/SML subregion.³ Please note the 25th percentile is considered an entry-level wage, while the 75th percentile is considered an experienced wage, either gained by long-term employment, extra training, etc.

Exhibit 3a. Hourly wages for *Business and Sales-related Occupations* in Fresno County

Occupation	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings
Retail Salespersons	\$14.00	\$14.27	\$16.94
Business Operations Specialists, All Other	\$18.57	\$29.16	\$38.72

Exhibit 3b. Hourly wages for *Business and Sales-related Occupations* in SCV/SML subregion

Occupation	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings
Retail Salespersons	\$14.01	\$14.28	\$16.59
Business Operations Specialists, All Other	\$20.48	\$31.71	\$42.73

² The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

³ Entry-level wages are derived from the 25th percentile.

Job Postings

There were 6,865 job postings for Retail Salespersons and Business Operations Specialists, All Other in Fresno County from May 2022 to April 2023.⁴

Top Employers

The employers with the most job postings are listed in Exhibit 4. The top employers in online job postings were Macy's, Dollar General, and Lowe's

Exhibit 4. Top employers of *Business and Sales-related Occupations*

Employer
Macy's
Dollar General
Lowe's
TJX
Gap
AutoZone
Dollar Tree
Target
Rite Aid
Walmart

⁴ Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Education

Of the 6,865 job postings, 2,932 listed a preferred or minimum educational requirement for the position being filled. Among those, 31% requested a high school or GED, 3% requested an associate degree, 8% requested a bachelor's degree, and 1% requested a master's degree or above (Exhibit 5).

Exhibit 5. Education levels requested in job postings for *Business and Sales-related Occupations*

Education Level	Job Postings	% of Job Postings
High school or GED	2,160	31%
Associate degree	205	3%
Bachelor's degree	528	8%
Master's degree or above	39	1%

Baseline, Specialized, and Software Skills

Exhibit 6 depicts the top baseline, specialized, and software skills in job postings. The most important baseline skills are sales, customer service, and communications. The top specialized skills are merchandising, selling techniques, and cash register/handling. The top software is Microsoft Office.

Exhibit 6. In-demand baseline, specialized, and software skills for *Business and Sales-related Occupations*

Baseline Skills	Specialized Skills	Software Skills
Sales	Merchandising	Microsoft Office
Customer Service	Selling Techniques	Markdown
Communications	Cash Register/Handling	Inventory Management System
Retail Sales	Product Knowledge	Zoom
Management	Loss Prevention	Google Workspace

Education, Work Experience, & Training

No formal education credential is typically required for Retail Salesperson. A bachelor’s degree is typically required for Business Operations Specialists, All Other (Exhibit 7).

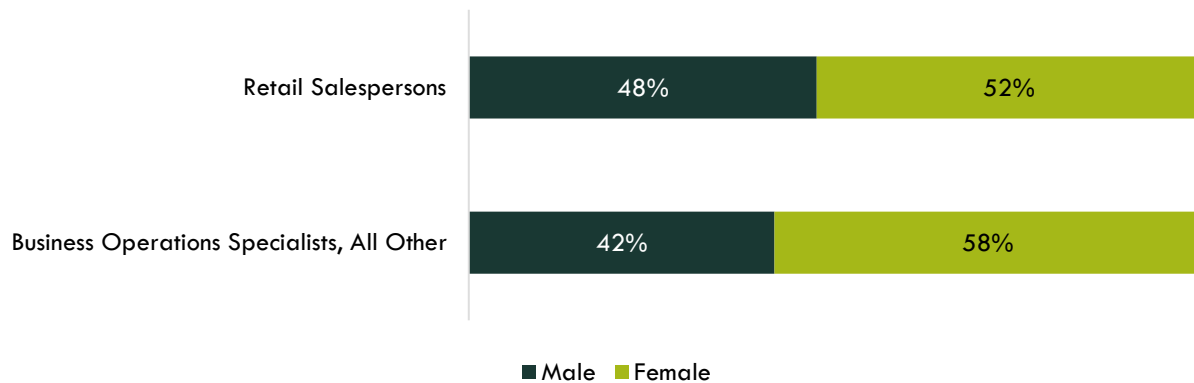
Exhibit 7. Education, work experience, training, and Current Population Survey results *Business and Sales-related Occupations* ⁵

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Retail Salespersons	No formal education credential	None	Short-term	38%
Business Operations Specialists, All Other	Bachelor’s degree	None	None	27%

Demographics

Exhibit 8-10 show the demographics of the two business and sales-related occupations studied in this report. Data is for Fresno County, only.

Exhibit 8. Gender comparison for *Business and Sales-related Occupations, Fresno County*



⁵ “Labor Force Statistics from the Current Population Survey,” Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Exhibit 9. Age group comparison for Business and Sales-related Occupations, Fresno County

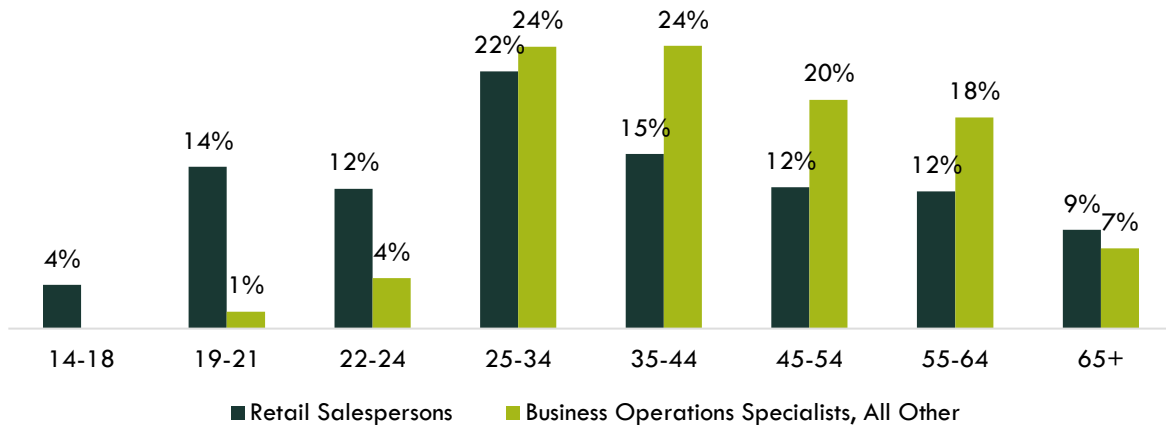
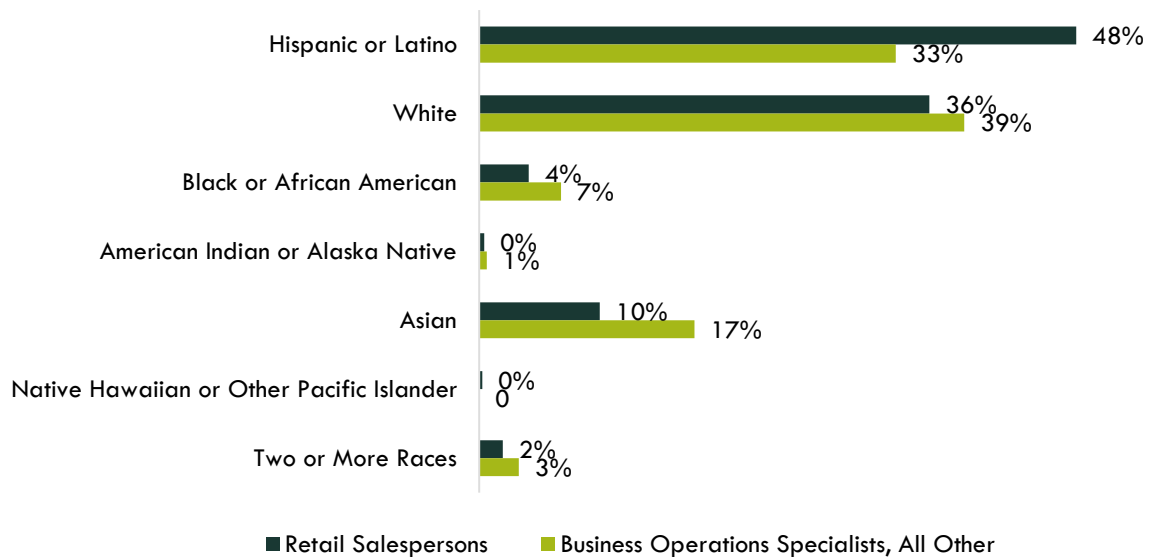


Exhibit 10. Race/ethnicity comparison for Business and Sales-related Occupations, Fresno County



Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 68 awards were conferred in the CVML region (Exhibit 11 and 12).

Exhibit 11. TOP and CIP codes for the two Business and Sales-related Occupations

TOP Titles	CIP Titles
	52.0701 – Entrepreneurship/Entrepreneurial Studies
0506.40 – Small Business and Entrepreneurship	52.0703 – Small Business Administration/Management
0506.50 – Retail Store Operations and Management	52.0212 – Retail Management
	52.1803 – Retailing and Retail Operations
	52.1804 – Selling Skills and Sales Operations

Exhibit 12. Awards conferred for the two Business and Sales-related Occupations

TOP – Program	Institution	Total
	Clovis	1
	Columbia	6
	Merced	5
0506.40 – Small Business and Entrepreneurship	Modesto	1
	Porterville	1
	Reedley College	2
	San Joaquin Delta	2
	Columbia	1
	Fresno City	27
0506.50 – Retail Store Operations and Management	Modesto	2
	San Joaquin Delta	10
	West Hills Coalinga	4
	West Hills Lemoore	7
CVML TOTAL		68

Based on the available data, there seems to be an undersupply of 1,377 business and sales-related workers in the subregion (Exhibit 13).

Exhibit 13. Business and Sales-related Occupations workforce demand (annual job openings), awards conferred (supply), and additional students needed to fill gap



Recommendation

This report suggests there is a shortage of 1,377 *business and sales-related occupations* workers in the subregion. Based on this finding, it is recommended that Fresno City College work with the regional directors, the college's advisory board, and local industry when discussing the creation of new programs or the expansion or modification of relevant programs.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (LIGHTCAST). LIGHTCAST occupational employment data are based on final LIGHTCAST industry data and final LIGHTCAST staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level LIGHTCAST earnings by industry: economicmodeling.com .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor’s Office LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Burning Glass: burning-glass.com/ .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.