

RETAIL, HOSPITALITY & TOURISM

Summary

- **Gender & race/ethnicity:** Comprising 48% of the workforce, men are slightly underrepresented in this sector. Analysis shows overrepresentation of white workers and Asian American workers and underrepresentation of Hispanic or Latino and Black workers (Exhibits 58 and 59).
- **Employment and projected demand:** The largest middle-skill occupation is first-line supervisors of food preparation and serving workers, which will have 1,796 annual openings (Exhibit 60).
- **Wages:** The highest paid occupation is musicians and singers, \$30/hour median (Exhibit 60).
- **In-demand skills:** The top skill is merchandising, and the top certification is a ServSafe Certification (Exhibits 61 and 62).

Top Job Titles

- **Assistant Store Managers**
- **Assistant Managers**
- **Store Managers**

Exhibit 58. Gender composition of the top occupations in the retail, hospitality, and tourism workforce

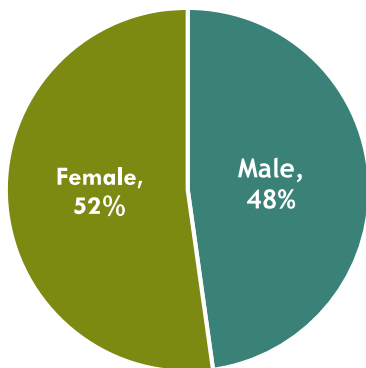


Exhibit 59. Race/ethnicity composition of the top occupations in the retail, hospitality, and tourism workforce

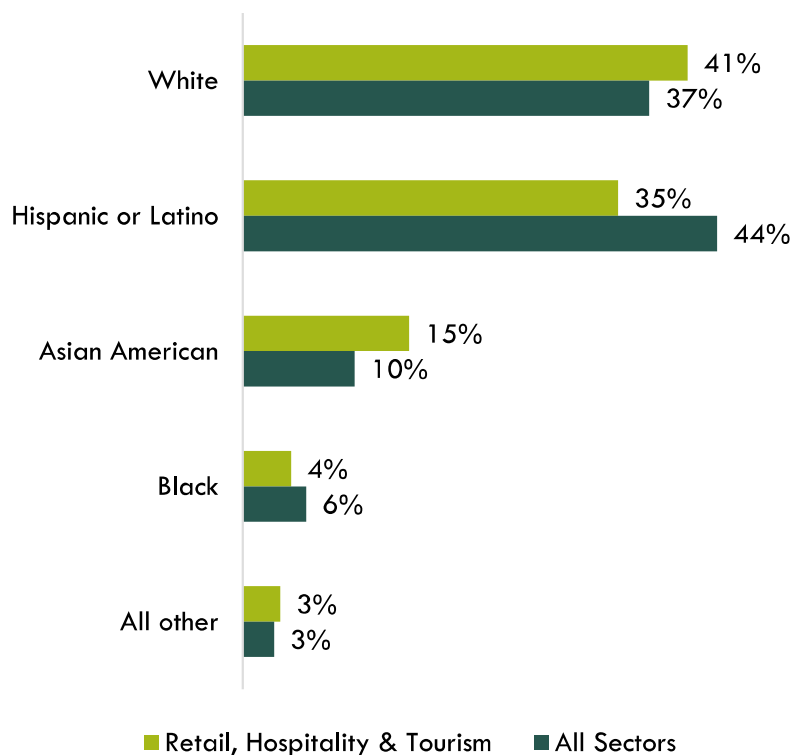


Exhibit 60. Retail, hospitality, and tourism employment, occupational projections, and median wages

OCCUPATION	2022 JOBS	2027 JOBS	5-YEAR CHANGE	5-YEAR % CHANGE	ANNUAL OPENINGS	MEDIAN WAGES
First-Line Supervisors of Food Preparation and Serving Workers	8,647	10,273	1,626	19%	1,796	\$17.50
Cooks, Restaurant	6,437	8,369	1,932	30%	1,506	\$17.05
First-Line Supervisors of Retail Sales Workers	8,510	8,997	487	6%	1,081	\$20.68
Hairdressers, Hairstylists, and Cosmetologists	3,626	3,956	330	9%	598	\$16.68
Food Service Managers	2,692	3,000	308	11%	414	\$23.84
Exercise Trainers and Group Fitness Instructors	1,555	1,829	273	18%	355	\$22.40
Manicurists and Pedicurists	1,794	2,234	440	25%	340	\$14.07
Self-Enrichment Teachers	1,946	2,194	248	13%	285	\$19.73
First-Line Supervisors of Housekeeping and Janitorial Workers	1,279	1,428	148	12%	183	\$21.86
Chefs and Head Cooks	935	1,088	154	16%	165	\$27.50
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	1,225	1,348	123	10%	160	\$24.19
Skincare Specialists	484	591	107	22%	96	\$16.23
First-Line Supervisors of Personal Service Workers	487	584	97	20%	88	\$21.54
Musicians and Singers	615	617	2	0%	86	\$30.00
Barbers	533	588	54	10%	78	\$11.10

Exhibit 61. Top specialized skills in job postings for retail, hospitality, and tourism occupations, n=7,079

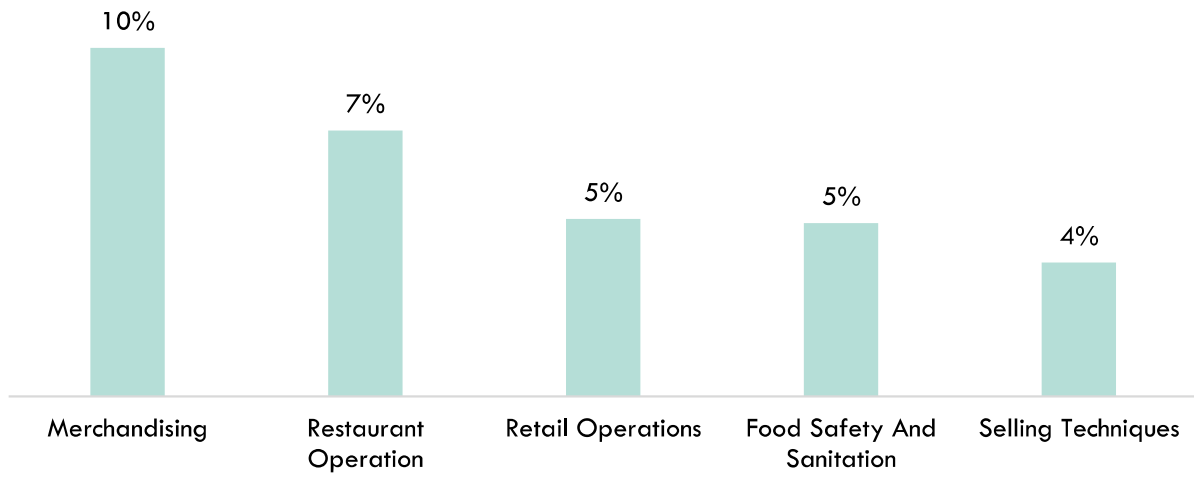
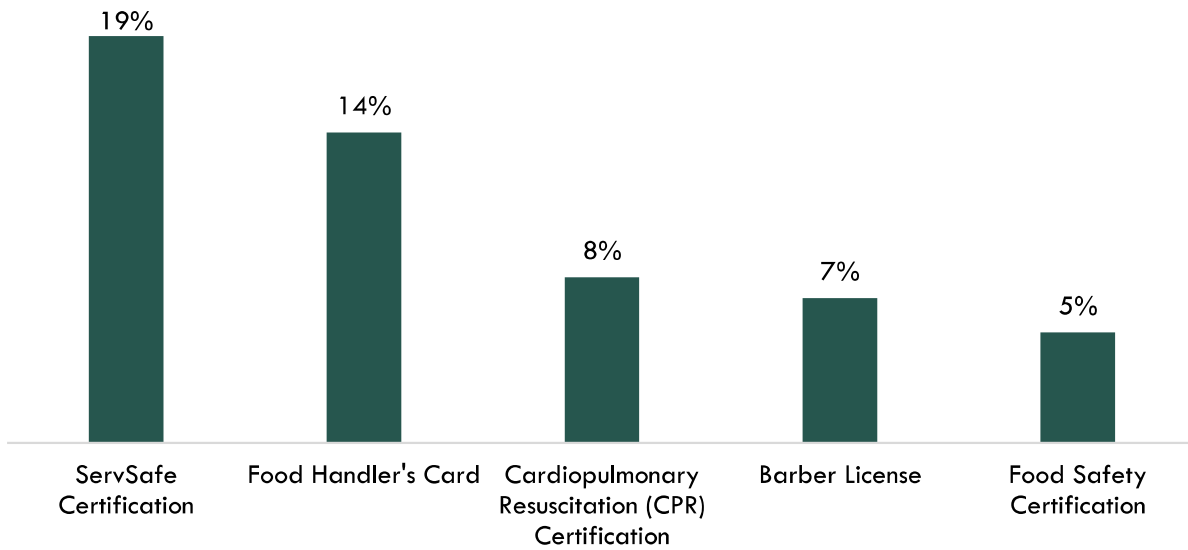


Exhibit 62. Top certifications in job postings for retail, hospitality, and tourism occupations, n=624



CONCLUSION

Gap analysis

In the SCV/SML subregion, the 10 sectors detailed in this study are projected to offer more than **80,300 annual openings** each year for middle-skill occupations, those requiring more education and training than a high school diploma, but less than a bachelor's degree. By comparison, postsecondary institutions in the region are conferring **12,407 awards** (degrees and certificates) on average each year. A comparison between workforce demand and the number of awards being earned shows **a potential undersupply of 67,920 workers** in the subregion.

On average each year, the greatest number of awards are being conferred by programs in the health sector (3,518 awards), education sector (1,755 awards), and business and entrepreneurship sector (1,731 awards). The fewest awards are being conferred in the ICT/digital media sector (509 awards) and public safety (443 awards).

The three sectors with the greatest number of annual openings also have the largest potential gaps in workforce supply in the region:

- **Health**, a shortage of 17,062 workers
- **Business and entrepreneurship**, a shortage of 11,978 workers
- **Energy, construction, and utilities**, a shortage of 7,239 workers

Please refer to the separate supplemental section of this report for a comprehensive list of occupations by sector along with current employment, projected demand, and wages. The supplemental section also lists typical education level, work experience, and on-the-job training required for each occupation discussed in the sector sections. Current Population Survey (CPS) data are included, which is used to evaluate whether bachelor's-degree-education-level occupations are considered middle skill. An occupation is considered middle skill when one-third or more of current workers in B.A./B.S.-level occupations have completed some college up to an associate degree as their highest level of education. Finally, a thorough inventory of awards by program has also been compiled for the subregion and is included for review.