



Labor Market Analysis for Program Recommendation Interior Design Fundamentals Occupations Santa Rosa College

**Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
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Recommendation

Based on all available data, there appears to be an “undersupply” of Interior Design Fundamentals workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 7,519 students in the Bay region and 490 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0509.40 Sales and Salesmanship programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Santa Rosa College and in the region.

This report profiles Interior Design Fundamentals Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Santa Rosa College.

- **Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (41-3091):**
All services sales representatives not listed separately.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Moderate-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%
- **Sales and Related Workers, All Other (41-9099):** All sales and related workers not listed separately.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 28%

Occupational Demand

Table 1. Employment Outlook for Interior Design Fundamentals Occupations in Bay Region

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|--|-----------|-----------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel | 41,329 | 44,926 | 3,597 | 9% | 31,845 | 6,369 | \$28 | \$65 |
| Sales and Related Workers, All Other | 8,313 | 8,258 | -55 | -1% | 5,825 | 1,165 | \$16 | \$44 |

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|--------------|---------------|---------------|--------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Total | 49,642 | 53,184 | 3,542 | 7% | 37,670 | 7,534 | | |

Source: EMSI 2021.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Interior Design Fundamentals Occupations in North Bay Sub-region

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|--|--------------|--------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel | 2,769 | 2,813 | 44 | 2% | 1,872 | 374 | \$19 | \$52 |
| Sales and Related Workers, All Other | 944 | 924 | -19 | -2% | 652 | 130 | \$12 | \$43 |
| Total | 3,713 | 3,737 | 24 | 1% | 2,524 | 504 | | |

Source: EMSI 2021.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in Bay Region and North Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Feb 2021 - Jan 2022)

| Occupation | Bay Region | North Bay |
|--|------------|-----------|
| Sales Representatives, Services, All Other | 3,436 | 406 |
| Sales and Related Workers, All Other | 2,371 | 387 |
| Energy Brokers | 3 | 0 |

Source: Burning Glass

Table 4a. Top Job Titles for Interior Design Fundamentals Occupations for latest 12 months (Feb 2021 - Jan 2022) Bay Region

| Title | Bay | Title | Bay |
|--------------------------------|-----|-------------------------------|-----|
| Sales Assistant | 239 | Sales Support | 80 |
| In-Store Shopper | 153 | Sales Administrator | 78 |
| Member Services Representative | 151 | Solutions Consultant | 78 |
| Sales Account Executive | 148 | Sales Support Administrator | 57 |
| Route Sales Representative | 126 | Member Service Representative | 55 |
| Inside Sales Associate | 115 | Sales Support Specialist | 50 |

| Title | Bay | Title | Bay |
|------------------------------|-----|------------------------|-----|
| Sales Coordinator | 94 | Field Sales Consultant | 47 |
| Automotive Sales Consultant | 82 | | |
| In-Store Shopper - Hire -End | 94 | | |

Source: Burning Glass

Table 4b. Top Job Titles for Interior Design Fundamentals Occupations for latest 12 months (Feb 2021 - Jan 2022) North Bay Sub-Region

| Title | North Bay | Title | North Bay |
|--------------------------------|-----------|-----------------------------|-----------|
| In-Store Shopper | 77 | Sales Support | 15 |
| Route Sales Representative | 42 | Personal Shopper | 13 |
| Member Services Representative | 30 | Product Specialist | 12 |
| Sales Assistant | 24 | Field Sales Consultant | 11 |
| Sales Coordinator | 17 | Internet Product Specialist | 10 |
| Automotive Sales Consultant | 15 | Specialized Consultant | 10 |
| Member Service Representative | 15 | | |

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Interior Design Fundamentals Workers in Bay Region

| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2020) | Jobs in Industry (2025) | % Change (2020-25) | % Occupation Group in Industry (2020) |
|---|-------------------------|-------------------------|--------------------|---------------------------------------|
| Internet Publishing and Broadcasting and Web Search Portals | 8,780 | 10,960 | 25% | 18% |
| Custom Computer Programming Services | 3,643 | 4,316 | 18% | 8% |
| Software Publishers | 2,251 | 2,673 | 19% | 5% |
| Computer Systems Design Services | 1,978 | 2,206 | 12% | 4% |
| Electronics Stores | 2,602 | 1,934 | -26% | 5% |
| Data Processing, Hosting, and Related Services | 1,505 | 1,820 | 21% | 3% |
| Administrative Management and General Management Consulting Services | 881 | 1,054 | 20% | 2% |
| All Other General Merchandise Stores | 538 | 752 | 40% | 1% |
| Plumbing, Heating, and Air-Conditioning Contractors | 651 | 677 | 4% | 1% |
| Wired Telecommunications Carriers | 790 | 662 | -16% | 2% |

| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2020) | Jobs in Industry (2025) | % Change (2020-25) | % Occupation Group in Industry (2020) |
|---|-------------------------|-------------------------|--------------------|---------------------------------------|
|---|-------------------------|-------------------------|--------------------|---------------------------------------|

Source: EMSI 2021.3

Table 6. Top Employers Posting Interior Design Fundamentals Occupations in Bay Region and North Bay Sub-Region (Feb 2021 - Jan 2022)

| Employer | Bay | Employer | North Bay |
|--------------------------|-----|--------------------------|-----------|
| Whole Foods Market, Inc. | 351 | Whole Foods Market, Inc. | 99 |
| Neighbor Com | 166 | Neighbor Com | 38 |
| U.S. Bancorp | 123 | U.S. Bancorp | 21 |
| Global Medical Response | 82 | PepsiCo Inc. | 15 |
| PepsiCo Inc. | 63 | Schwan Food | 14 |
| Macy's | 52 | Planet Fitness | 13 |
| Safeway Incorporated | 49 | Sunrun | 12 |
| Anthem Blue Cross | 46 | Safeway Incorporated | 10 |
| Planet Fitness | 43 | Infiniti | 9 |
| Sunrun | 40 | Fastenal Company | 9 |

Source: Burning Glass

Educational Supply

There are two (2) community colleges in the Bay Region issuing 15 awards on average annually (last 3 years ending 2018-19) on TOP 0509.40 Sales and Salesmanship. In the North Bay Sub-Region, there is one (1) community college that issued 14 awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0509.40 Sales and Salesmanship in Bay Region

| College | Subregion | Associate | Certificate Low | Total |
|--------------|----------------|-----------|-----------------|-----------|
| Santa Rosa | North Bay | 0 | 14 | 14 |
| West Valley | Silicon Valley | 0 | 1 | 1 |
| Total | | 0 | 15 | 15 |

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 7,534 annual openings for the Interior Design Fundamentals occupational cluster and 15 annual (3-year average) awards for an annual undersupply of 7,519 students. In the North Bay Sub-Region, there is also a gap with 504 annual openings and 14 annual (3-year average) awards for an annual undersupply of 490 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0509.40 Sales and Salesmanship

| Metric Outcomes | Bay All CTE Programs | Santa Rosa All CTE Programs | State 0509.40 | Bay 0509.40 | North Bay 0509.40 | Santa Rosa 0509.40 |
|---|----------------------|-----------------------------|---------------|-------------|-------------------|--------------------|
| Students with a Job Closely Related to Their Field of Study | 74% | 76% | 74% | N/A | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | \$48,138 | \$43,256 | \$31,578 | \$39,266 | \$26,532 | \$26,532 |
| Median Change in Earnings for SWP Exiting Students | 23% | 29% | 25% | 34% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 53% | 59% | 47% | 42% | N/A |

Source: Launchboard Strong Workforce Program Median of 2018-20.

Skills, Certifications and Education

Table 9. Top Skills for Interior Design Fundamentals Occupations in Bay Region (Feb 2021 - Jan 2022)

| Skill | Posting | Skill | Posting |
|---------------------------|---------|---|---------|
| Sales | 3,853 | Store Operations | 389 |
| Customer Service | 1,981 | Inside Sales | 378 |
| Sales Support | 917 | Machinery | 378 |
| Customer Contact | 865 | Sales Management | 374 |
| Product Knowledge | 691 | Description and Demonstration of Products | 339 |
| Cleaning | 598 | Business Development | 296 |
| Retail Industry Knowledge | 556 | Merchandising | 282 |
| Sales Goals | 542 | Outside Sales | 281 |
| Lifting Ability | 528 | Administrative Support | 270 |
| Prospective Clients | 521 | Social Media | 269 |
| Product Sales | 516 | Sales Cycle | 266 |
| Salesforce | 509 | Budgeting | 258 |
| Scheduling | 485 | Customer Checkout | 258 |
| Data Entry | 402 | Marketing | 257 |

Source: Burning Glass

Table 10. Certifications for Interior Design Fundamentals Occupations in Bay Region (Feb 2021 - Jan 2022)

| Certification | Posting | Certification | Posting |
|-----------------------------------|---------|--|---------|
| Driver's License | 961 | Insurance License | 14 |
| Cdl Class B | 32 | Certified General Appraiser | 14 |
| First Aid Cpr Aed | 29 | Project Management Certification | 12 |
| Series 7 | 27 | Life and Health Insurance License | 12 |
| Property and Casualty License | 22 | Insurance Agent Certification | 12 |
| Certified Financial Planner (CFP) | 18 | Series 66 | 10 |
| Series 63 | 17 | Certified Information Systems Security Professional (CISSP) | 10 |
| Series 6 | 17 | Series 65 | 9 |
| Real Estate Certification | 17 | Leadership In Energy And Environmental Design (LEED) Certified | 8 |
| Certified Appraiser | 15 | IT Infrastructure Library (ITIL) Certification | 8 |

Source: Burning Glass

Table 11. Education Requirements for Interior Design Fundamentals Occupations in Bay Region

| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
|------------------------------------|-------------------------|--------------------------|
| High school or vocational training | 2,113 | 61% |
| Associate's degree | 122 | 4% |
| Bachelor's degree | 1,219 | 35% |

Source: Burning Glass

Note: 41% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard www.calpassplus.org/Launchboard/

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development
Chancellor's Office MIS system

Contacts

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544