



# Labor Market Analysis for Program Recommendation

## Retail Salespersons

### Santa Rosa Junior 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 Retail Salespersons compared to the demand for this occupation in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 9,902 students in the Bay region and 1,966 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 Junior College and in the region.

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

- **Retail Salespersons (41-2031):** Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers. Excludes “Cashiers” (41-2011).  
 Entry-Level Educational Requirement: No formal educational credential  
 Training Requirement: Short-term on-the-job training  
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%

#### Occupational Demand

**Table 1. Employment Outlook for Retail Salespersons 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
Retail Salespersons	73,639	68,609	-5,029	-7%	49,585	9,917	\$14	\$16
<b>Total</b>	<b>73,639</b>	<b>68,609</b>	<b>-5,029</b>	<b>-7%</b>	<b>49,585</b>	<b>9,917</b>	<b>\$14</b>	<b>\$16</b>

Source: EMSI 2021.4

**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 Retail Salespersons 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
Retail Salespersons	13,992	13,857	-134	-1%	9,902	1,980	\$14	\$16
<b>Total</b>	<b>13,992</b>	<b>13,857</b>	<b>-5,029</b>	<b>-1%</b>	<b>9,902</b>	<b>1,980</b>	<b>\$14</b>	<b>\$16</b>

Source: EMSI 2021.4

**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 (Apr 2021 - Mar 2022)**

Occupation	Bay Region	North Bay
Retail Salespersons	43,500	7,847

Source: Burning Glass

**Table 4a. Top Job Titles for Retail Salespersons for latest 12 months (Apr 2021 - Mar 2022) Bay Region**

Title	Bay	Title	Bay
Sales Associate	4,685	Sales Floor Associate	283
Retail Sales Associate	2,838	Inside Sales - Retail Associate	241
Retail Associate	974	Beauty Advisor	222
Retail Sales Consultant	679	Retail Store Associate	208
Seasonal Sales Associate	623	Seasonal Retail Sales Associate	149
Retail Sales Representative	596	Cashier/Sales Associate	148
Retail Sales Specialist	485	Merchandise Associate	147
Store Associate	346	Store Crew	132
Sales Associate Sunglass Hut	292	Bilingual Spanish Retail Sales Consultant	130

Source: Burning Glass

**Table 4b. Top Job Titles for Retail Salespersons for latest 12 months (Apr 2021 - Mar 2022) North Bay Sub-Region**

Title	North Bay	Title	North Bay
Sales Associate	841	Inside Sales - Retail Associate	57
Retail Sales Associate	550	Seasonal Retail Sales Associate	39
Retail Associate	195	Beauty Advisor	39
Retail Sales Representative	151	Retail Merchandise Specialist	38
Seasonal Sales Associate	134	Retail Team Member	37

Title	North Bay	Title	North Bay
Retail Sales Consultant	102	Cashier/Sales Associate	31
Retail Sales Specialist	100	Retail Sales Print Associate	28
Store Associate	70	Merchandise Associate	24
Sales Floor Associate	59	Senior Retail Sales Associate	24

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Retail Salespersons 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)
Family Clothing Stores	7,976	1,196	11%	57%
Home Centers	4,457	-247	6%	31%
All Other General Merchandise Stores	2,843	1,249	4%	19%
New Car Dealers	3,268	-235	4%	15%
Warehouse Clubs and Supercenters	3,566	-656	5%	19%
Sporting Goods Stores	2,797	-113	4%	42%
Electronics Stores	3,300	-763	4%	28%
Shoe Stores	2,972	-578	4%	65%
Supermarkets and Other Grocery (except Convenience) Stores	2,148	-18	3%	3%
Used Merchandise Stores	2,068	-8	3%	39%

Source: EMSI 2021.4

**Table 6. Top Employers Posting Jobs for Retail Salespersons in Bay Region and North Bay Sub-Region (Apr 2021 - Mar 2022)**

Employer	Bay	Employer	North Bay
Macy's	1,682	Verizon Communications Inc.	318
Verizon Communications Inc.	1,169	Macy's	296
Whole Foods Market, Inc.	1,081	Whole Foods Market, Inc.	244
Hudson Group	816	Lowe's Companies, Inc	202
Nordstrom	760	Nordstrom	133
Lowe's Companies, Inc	752	TJX Companies, Inc.	116
West Coast Convenience Llc	549	West Coast Convenience Llc	112

Employer	Bay	Employer	North Bay
TJX Companies, Inc.	520	Nike Inc.	107
Gap Inc.	515	Petco	100
T Mobile Usa Incorporated	490	Gap, Inc.	93

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	Certificate Low	Total
Santa Rosa	North Bay	14	14
West Valley	Silicon Valley	1	1
<b>Total</b>		<b>15</b>	<b>15</b>

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 9,917 annual openings for Retail Salespersons and 15 annual (3-year average) awards for an annual undersupply of 9,902 students. In the North Bay Sub-Region, there is also a gap with 1,980 annual openings and 14 annual (3-year average) awards for an annual undersupply of 1,966 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%	74%	71%	80%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$42,405	\$32,948	\$43,260	\$24,520	\$24,520
Median Change in Earnings for SWP Exiting Students	23%	29%	31%	42%	N/A	N/A
Exiting Students Who Attained the Living Wage	52%	58%	46%	51%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

## Skills, Certifications and Education

**Table 9. Top Skills for Retail Salespersons in Bay Region (Apr 2021 - Mar 2022)**

Skill	Posting	Skill	Posting
Sales	33,439	Lifting Ability	3,802
Customer Service	24,017	Cash Register Operation	2,891
Retail Industry Knowledge	18,118	Point of Sale System	2,601
Retail Sales	14,033	Inventory Management	2,378
Merchandising	9,942	Inventory Control	2,194
Customer Contact	9,601	Store Operations	2,147
Product Knowledge	8,445	Visual Merchandising	2,070
Sales Goals	8,304	Basic Mathematics	1,869
Cleaning	6,589	Customer Checkout	1,700
Product Sales	5,222	Prospective Clients	1,556
Scheduling	5,046	Client Base Retention	1,539
Description and Demonstration of Products	4,286	Loss Control / Prevention	1,477
Store Management	4,157	Vaccination	1,385
Cash Handling	3,919	Onboarding	1,357

Source: Burning Glass

**Table 10. Certifications for Retail Salespersons in Bay Region (Apr 2021 - Mar 2022)**

Certification	Posting	Certification	Posting
Driver's License	2,657	Makeup Artist	54
Food Handler Certification	247	First Aid Cpr Aed	53
Automotive Service Excellence ( ASE) Certification	205	Real Estate Certification	52
Cosmetology License	174	Notary License	50
Food Service Certification	165	Leadership In Energy And Environmental Design (LEED) Certified	34
Computer Learning Certificate	101	Painting Certification	30
Property and Casualty License	77	OSHA Forklift Certification	25
ServSafe	70	Insurance Agent Certification	22
Cash Handling Certification	68	Optician	18
Life and Health Insurance License	56	Insurance License	18

Certification	Posting	Certification	Posting
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Source: Burning Glass

Note: 91% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

**Table 11. Education Requirements for Retail Salespersons in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	17,289	84%
Associate's degree	370	2%
Bachelor's degree	2,939	14%

Source: Burning Glass

Note: 53% 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 CCCCO Data Mart.

**Sources**

- O\*Net Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists International (EMSI)
- CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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**

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