










Retail Management Occupations

Labor Market Analysis: San Diego County

September 2022

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 Proceed with New Program	 	 	<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	
 	HIGH 	HIGH 	

This brief provides labor market information about *Retail Management Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Retail Management Occupations* include “First-Line Supervisors of Retail Sales Workers” and “Transportation, Storage, and Distribution Managers.” According to available labor market information, *Retail Management Occupations* in San Diego County have a labor market demand of 1,452 annual job openings (while average demand for a single occupation in San Diego County is 245 annual job openings), and 11 institutions supply 190 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages except for “First-Line Supervisors of Retail Sales Workers” and median wages for these occupations are above the living wage. This brief recommends proceeding with developing a new program and supports a program modification because 1) there is a supply gap in the region; 2) there is a high number of annual job openings; and 3) these occupations’ median wages are above the living wage. Colleges should note, according to traditional labor market information, these occupations have a typical entry level education of a high school diploma or equivalent. Based on online job postings, 65% of employers requested high school or vocational training, 29% requested a bachelor’s degree, and 5% requested an associate degree for these occupations.

Introduction

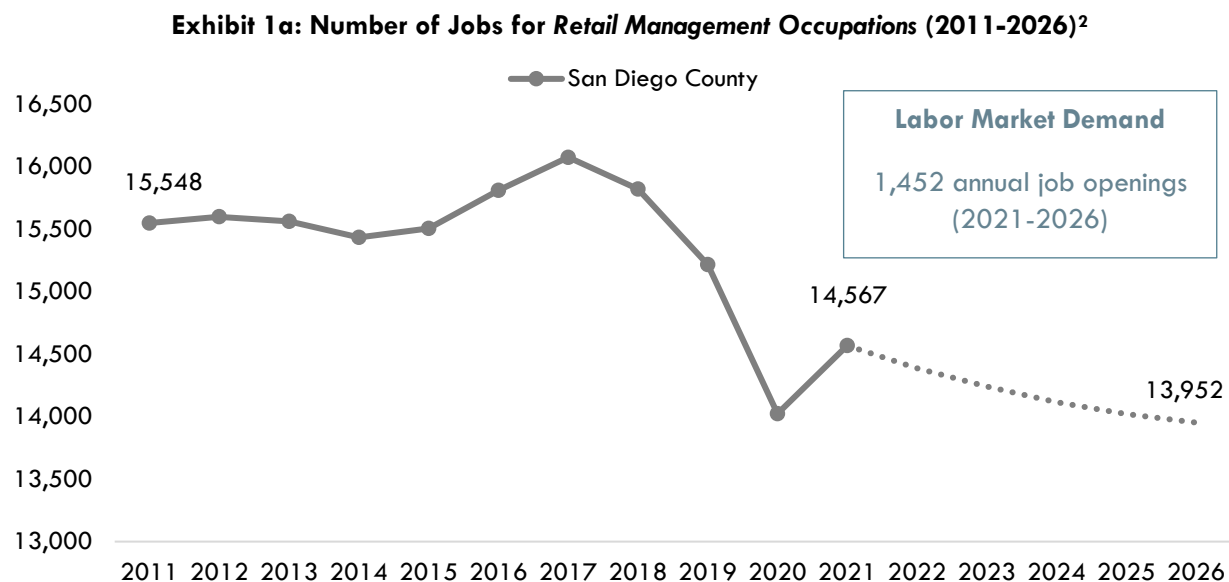
This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **First-line Supervisors of Retail 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.
- **Transportation, Storage, & Distribution Managers (SOC 11-3071):** Plan, direct, or coordinate transportation, storage, or distribution activities in accordance with organizational policies and applicable government laws or regulations. Includes logistics managers.

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

Projected Occupational Demand

Between 2021 and 2026, *Retail Management Occupations* are projected to decrease by 615 net jobs or four percent (Exhibit 1a). Employers in San Diego County will need to hire 1,452 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.



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 EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

Exhibit 1b disaggregates the projected number of jobs change by occupation. “First-Line Supervisors of Retail Sales Workers” are projected to have the most labor market demand between 2021 and 2026, with 1,309 annual job openings.

Exhibit 1b: Number of Jobs for Retail Management Occupations in San Diego County (2021-2026)³

Occupational Title	2021 Jobs	2026 Jobs	2021 - 2026 Net Jobs Change	2021- 2026 % Net Jobs Change	Annual Job Openings (Demand)
First-Line Supervisors of Retail Sales Workers	12,775	12,144	-631	-5%	1,309
Transportation, Storage, and Distribution Managers	1,792	1,808	16	1%	143
Total	14,567	13,952	-615	-4%	1,452

Earnings

Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Retail Management Occupations* range from \$15.81 to \$36.39.

Exhibit 2a: Hourly Earnings for Retail Management Occupations in San Diego County⁴

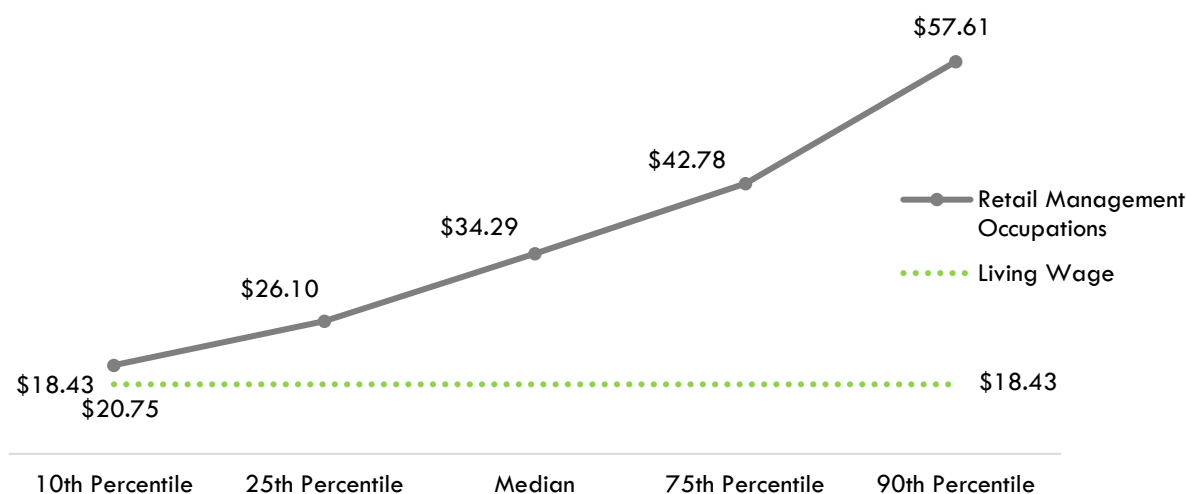
Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Transportation, Storage, and Distribution Managers	\$36.39	\$47.48	\$60.89
First-Line Supervisors of Retail Sales Workers	\$15.81	\$21.09	\$24.67

³ EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

⁴ EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for *Retail Management Occupations* are \$26.10; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for *Retail Management Occupations* in San Diego County⁷



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.⁸ There are **six** TOP codes and **seven** CIP codes related to *Retail Management Occupations* (Exhibit 3).

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁶ 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.

⁷ EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

⁸ 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).

Exhibit 3: Related TOP and CIP Codes for Retail Management 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 0510.00	Logistics and Materials Transportation
TOP 3020.00	Aviation and Airport Management and Services
TOP 3020.10	Aviation and Airport Management
CIP 49.0104	Aviation/Airway Management and Operations
CIP 52.0203	Logistics, Materials, and Supply Chain Management
CIP 52.0212	Retail Management
CIP 52.0410	Traffic, Customs, and Transportation Clerk/Technician
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, [seven](#) community colleges supply the region with awards for these occupations: [Grossmont College](#), [MiraCosta College](#), [Palomar College](#), [San Diego City](#), [San Diego Mesa College](#), [San Diego Miramar College](#), and [Southwestern College](#). According to CIP data, [four](#) non-community colleges supply the region with awards: [Ashford University](#), [National University](#), [San Diego Christian College](#), and [University of San Diego](#) (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2017-18 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
0506.50	Retail Store Operations and Management	5	0	5
	• Grossmont	0	0	
	• MiraCosta	2	0	
	• San Diego City	0	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
	• San Diego Mesa	3	0	
0510.00	Logistics and Materials Transportation	6	0	6
	• Southwestern	6	0	
3020.00	Aviation and Airport Management and Services	21	0	21
	• Palomar	1	0	
	• San Diego Miramar	20		
3020.10	Aviation and Airport Management	7	0	7
	• San Diego Miramar	7	0	
49.0104	Aviation/Airway Management and Operations	0	1	1
	• San Diego Christian College	0	1	
52.0203	Logistics, Materials, and Supply Chain Management	0	150	150
	• Ashford University	0	117	
	• National University	0	0	
	• University of San Diego	0	33	
			Total	190

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a **supply gap** for these occupations in San Diego County, with **1,452** annual openings and **190** awards. Comparatively, there are **17,782** annual openings in California and **1,128** awards, suggesting that there is also a supply gap across the state¹⁰ (Exhibit 5).

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

	Demand (Annual Openings)	Supply¹¹ (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	1,452	190	1,262
California	17,782	1,128	16,654

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.

⁹ 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.

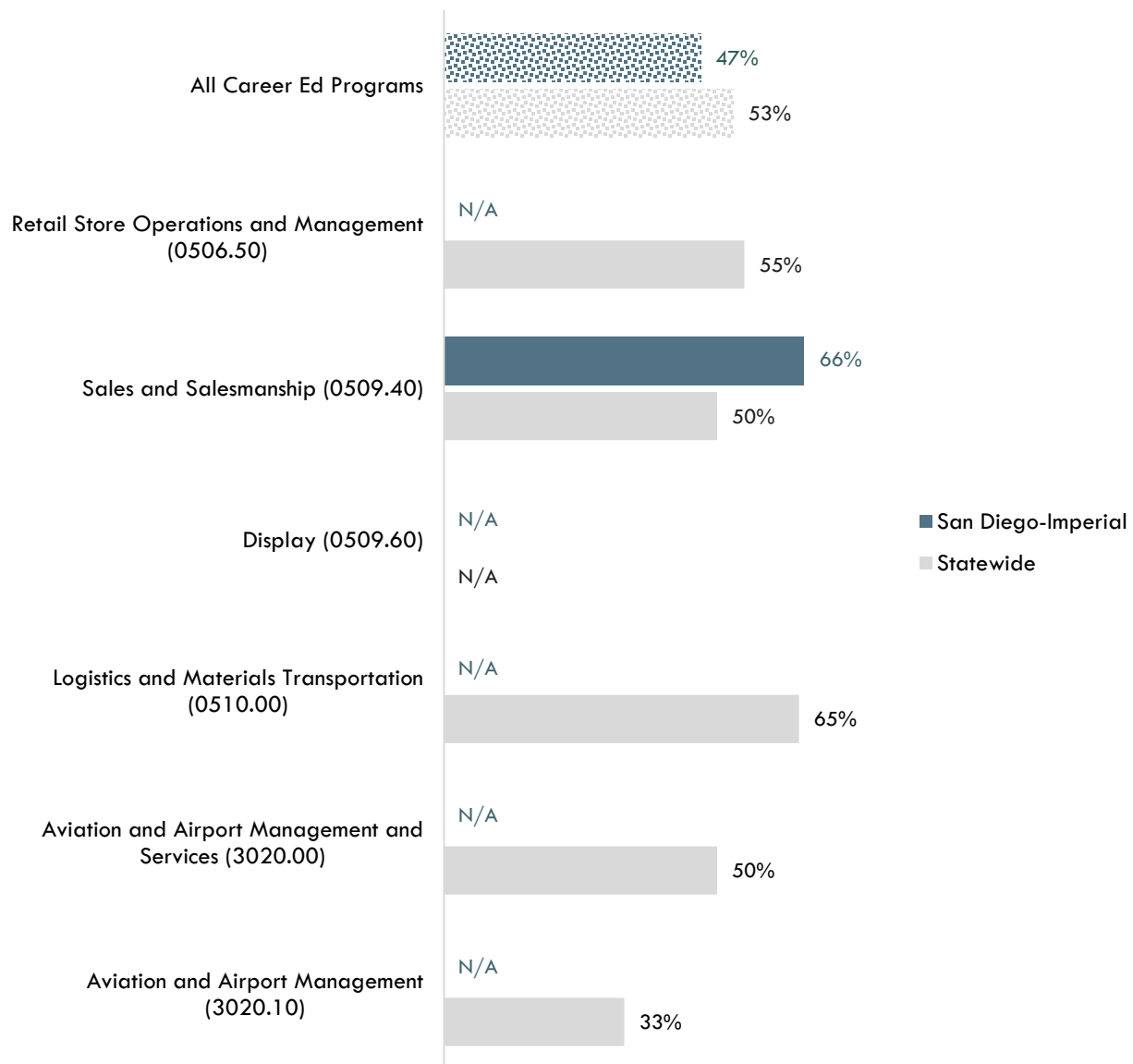
¹⁰ "Supply and Demand," Centers of Excellence Student Outcomes, <https://coeccc.net/our-resources/>.

¹¹ Awards included: associate degree; award <1 year; award 1<2 years; and postsecondary awards

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, **66** percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Retail Management Occupations*, compared **33** to **65** percent statewide and 53 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, PY2018-19¹³



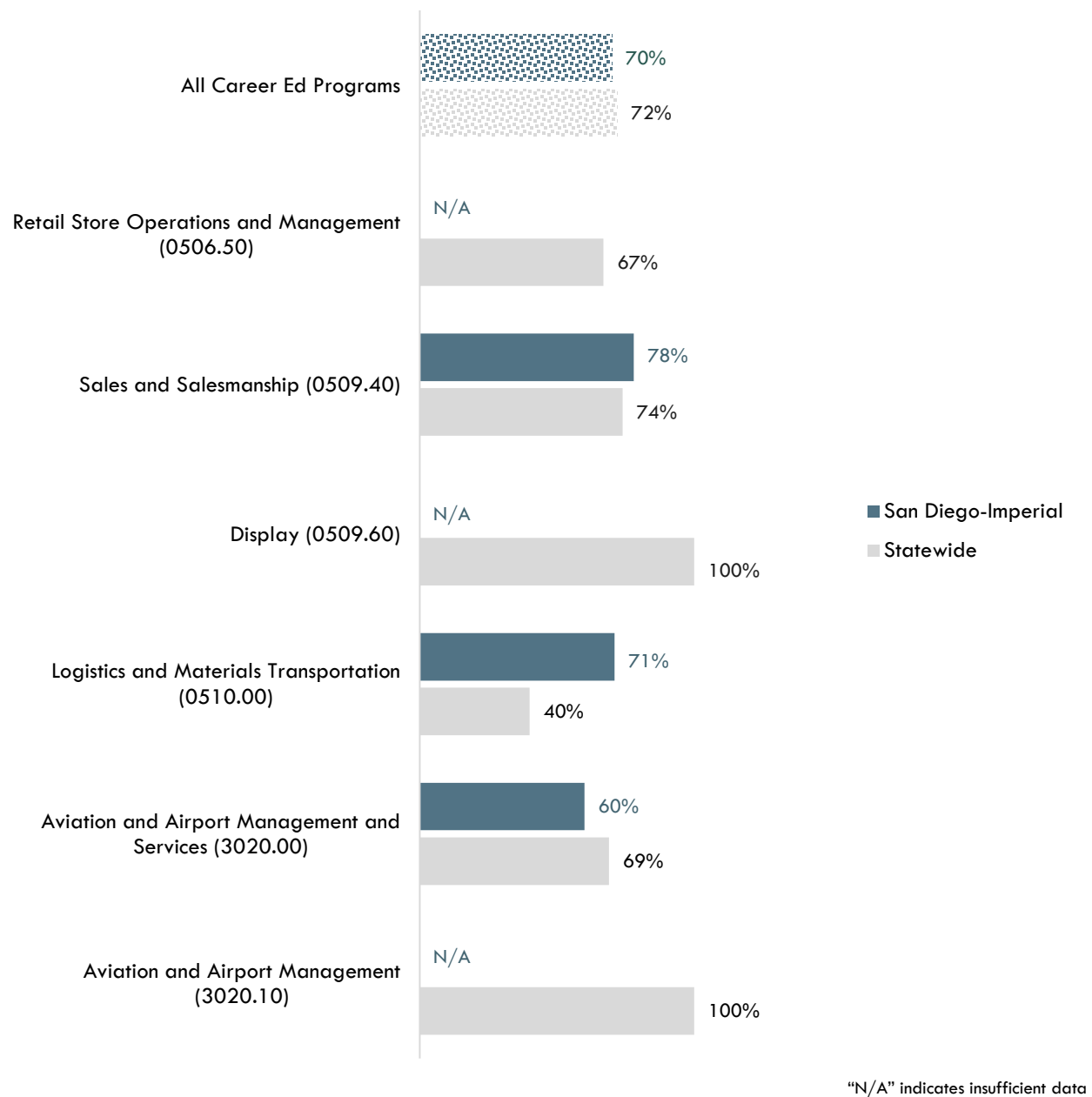
"N/A" indicates insufficient data

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

¹³ Most recent year with available data is Program Year 2018-19. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 60 to 78 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 Management Occupations*, compared to 40 to 100 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, PY2017-18¹⁵



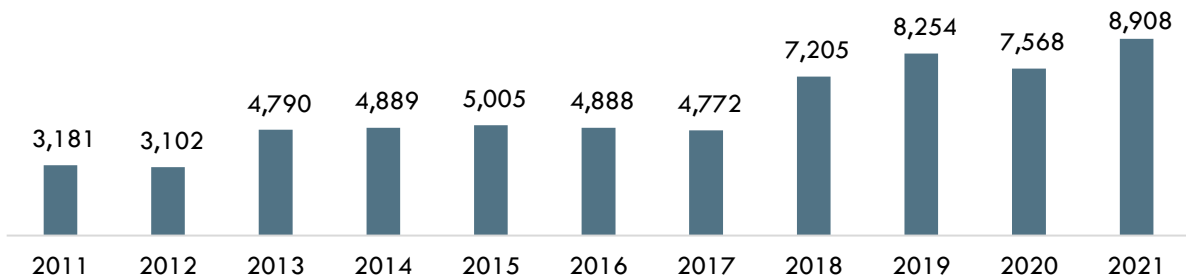
¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ Most recent year with available data is Program Year 2017-18. 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 2011 and 2021, there was an average of **5,688** online job postings per year for *Retail Management Occupations* in San Diego 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 Management Occupations in San Diego County (2011-2021)¹⁶



Top Employers

Between January 1, 2019 and December 31, 2021, the top five employers in San Diego County for *Retail Management Occupations* were **Sprouts Farmers Markets**, **Goodwill**, **VF Corporation**, **Petco**, and **CVS Health** based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for Retail Management Occupations in San Diego County¹⁷

Top Employers	
<ul style="list-style-type: none">• Sprouts Farmers Markets• Goodwill• VF Corporation• Petco• CVS Health	<ul style="list-style-type: none">• Lowe's Companies, Inc.• El Super Markets• AutoZone Auto Parts• Thermo Fisher Scientific Inc• GameStop Incorporated

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2021.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Education, Skills, and Certifications

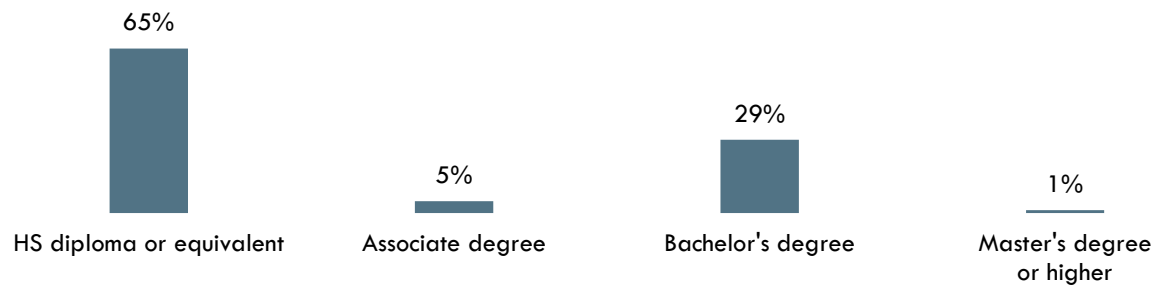
Retail Management Occupations have a national educational attainment of a [high school diploma or equivalent](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Retail Management Occupations*¹⁸

Occupational Title	Typical Entry-Level Education
First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent
Transportation, Storage, and Distribution Managers	High school diploma or equivalent

Based on online job postings between January 1, 2019 and December 31, 2021 in San Diego County, employers posted a [high school diploma or vocational training](#) as the educational requirement for *Retail Management Occupations* (Exhibit 9b).¹⁹

Exhibit 9b: Educational Requirements for *Retail Management Occupations* in San Diego County²⁰



¹⁸ EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

¹⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

²⁰ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. 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, 2019 and December 31, 2021.

Exhibit 10: Top Skills for *Retail Management Occupations* in San Diego County²¹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Retail Industry Knowledge • Store Management • Sales • Merchandising • Customer Service • Scheduling • Sales Goals • Budgeting • Store Operations • Retail Management • Product Knowledge • Inventory Management • Inventory Control • Customer Contact • Retail Sales 	<ul style="list-style-type: none"> • Communication Skills • Physical Abilities • Organizational Skills • Teamwork / Collaboration • Planning • Problem Solving • Computer Literacy • Leadership • Detail-Oriented • Building Effective Relationships • Creativity • Multi-Tasking • Written Communication • English • Time Management 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Microsoft Outlook • Enterprise Resource Planning • SAP • Salesforce • Word Processing • Oracle • Microsoft Access • Google Docs • Microsoft Project • Customer Relationship Management • Python • Facebook

²¹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2019 and December 31, 2021.

Exhibit 11: Top Certification for *Retail Management Occupations* in San Diego County²²

Top Certification in Online Job Postings

1. Driver's License
 2. Food Handler Certification
 3. Security Clearance
 4. OSHA Forklift Certification
 5. Pharmacy Technician Certification Board (PTCB)
 6. Project Management Certification
 7. Cosmetology License
 8. Automotive Service Excellence (ASE) Certification
 9. ServSafe
 10. Project Management Professional (PMP)
 11. Food Service Certification
 12. First Aid CPR AED
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²² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

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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.