

RETAIL, INCLUDING eCOMMERCE

MIDDLE-SKILL JOBS IN THE LOS ANGELES BASIN

Establishments in the retail industry are engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. There are two main types of retailers: store and nonstore retailers, and the latter includes eCommerce.

The retail trade industry is undergoing significant transformation due to the growth of electronic commerce and evolving consumer preferences. As shoppers become more interested in personalized engagement, new offerings, and an original consumer experience, tech-enabled brands are capturing more of the marketplace by using data to tailor services for their customers. In fact, digitally native companies that forego traditional brick-and-mortar locations in favor of unique online engagement strategies are growing faster than broader U.S. e-commerce market. Meanwhile, physical retailers are losing their hold over the industry.

These developments are changing the composition of the workforce. Within large retail-chain stores, the addition of automated services such as self-checkout machines and experiments with robotic helpers are replacing jobs quickly. Innovations, like these, foreshadow further losses for workers in this industry. In addition, over the past few years, the online transition has led to major retailers closing thousands of store locations, further reducing employment opportunities. In the first five months of 2019 alone there were 50,000 lost industry jobs. However, the increase in e-commerce is driving demand for warehouse space and transportation services - and workers to support these activities. As retailers become more digitally focused, relying heavily on contracted storage and shipping, the loss of traditional store jobs could be partially offset by employment gains in these sectors.

Although retail trade witnessed encouraging sales numbers in 2018, which was reinforced by a strong labor market and disposable income growth, 2019 has been a year of declining figures. This demonstrates the challenges of succeeding in the changing industry, where brand image and personal connection have become paramount for consumers. Businesses must promote themselves on multiple distribution channels including social media, websites, and physical locations. Companies are testing new forms of brick-and-mortar store models that promise a more engaging consumer experience, while also embracing electronic commerce to keep up with their competition. Those that can effectively attract customers across a variety of platforms and establish strong brand loyalty are likely to thrive. As a result, workers who are adept at connecting with consumers and capitalizing on the utility of data will soon be in high demand.

THE INDUSTRY IN THE L.A. BASIN

2017 JOBS:

575,000

2017 AVERAGE ANNUAL WAGES

Retail Industry:

Retail: **\$35,616**

Nonstore Retail: **\$65,194**

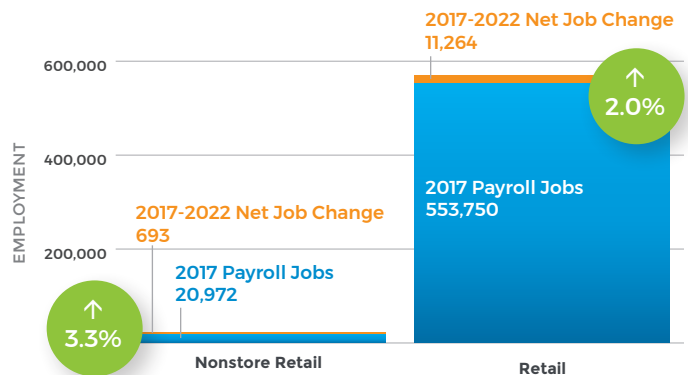
L.A. Basin Average: **\$62,450**

TOTAL OPENINGS 2017-2022

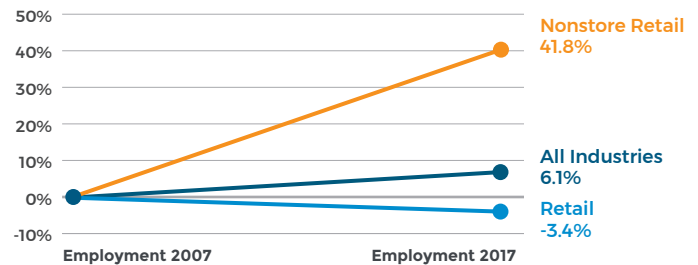
Middle-Skill Jobs in Retail Industry: **45,290**

Target Occupations, ALL Industries: **31,560**

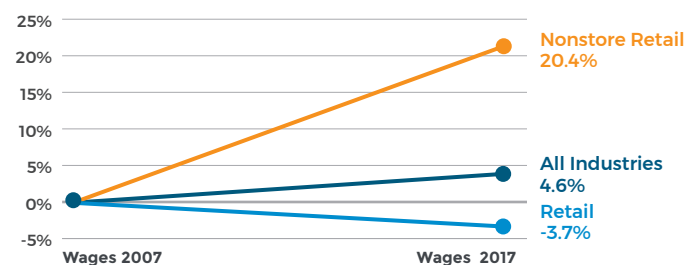
RETAIL INDUSTRY OUTLOOK



CHANGE IN EMPLOYMENT FROM 2007-2017



CHANGE IN REAL WAGES FROM 2007-2017

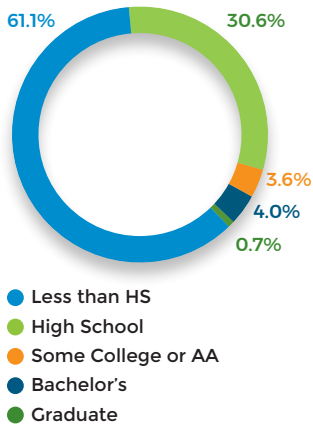


EXHIBITS

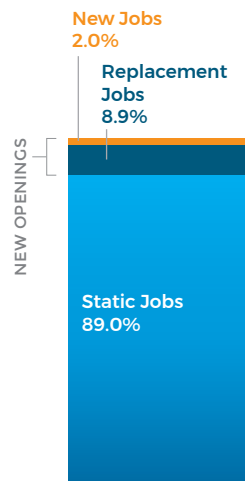
The retail industry in the L.A. Basin is expected to have nearly 65,000 employment openings between 2017 and 2022 as employment grows to over 586,000. Because retail employs individuals across the skills spectrum, these jobs will be available to a wide demographic of potential workers.

Of the 586,000 total jobs, only about 21,000 are in non-store retail – the vast majority still lie in traditional retail arrangements. However, the indexed growth charts demonstrate that from 2007 to 2017, non-store retailers have grown in employment by 40 percent in Los Angeles County and Orange County, while traditional retail employment has declined by about 5 percent. Similarly, real wages in non-store retail grew by 20 percent over this ten-year span, while they decreased by 4 percent in traditional retail. Clearly traditional retail has been trending downward in the region, a warning for employees targeting this industry. While there are significantly fewer job opportunities in non-store retail, its future outlook is more positive.

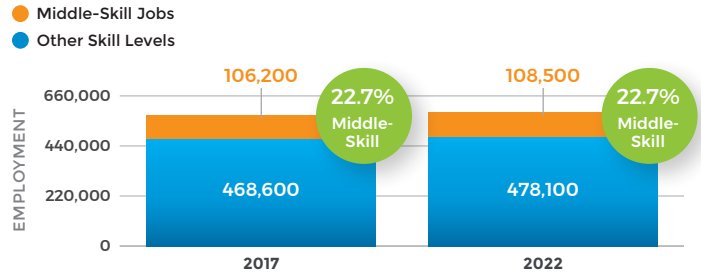
MINIMUM ENTRY-LEVEL EDUCATION REQUIREMENTS FOR RETAIL IN 2017



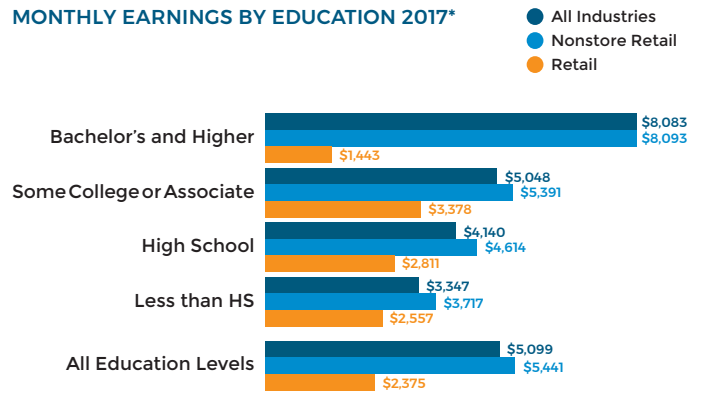
586,680 JOBS IN 2022 (64,260 NEW OPENINGS)



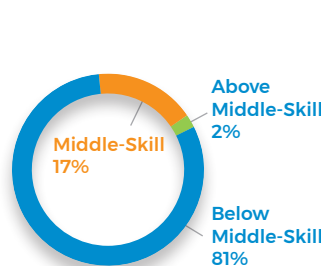
MIDDLE-SKILL JOB SHARE IN INDUSTRY 2017 AND 2022



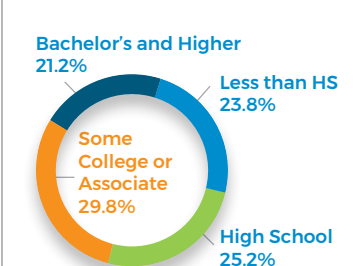
MONTHLY EARNINGS BY EDUCATION 2017*



SKILL CLASSIFICATIONS OF TOTAL OPENINGS 2017-2022



ALL WORKERS* HIRED IN RETAIL 2017



* Workers aged 25 years and over Source: US Census Bureau

Target Middle-Skill Occupations in the Retail Industry

Middle-skill occupations predicted to have significant job prospects over the next five years and that stand to benefit from investment into postsecondary non-degree and career education programs include the following:

SOC	Target Middle-Skill Occupation	RETAIL INDUSTRY		TOTAL ALL INDUSTRIES		
		2017 Jobs	5-Year Total Openings	2017 Jobs	5-Year Total Openings	Median Hourly Wage
29-2052	Pharmacy Technicians	6,046	1,877	13,680	4,246	\$18.42
39-5012	Hairdressers, Hairstylists, and Cosmetologists	596	537	10,000	9,008	\$12.02
49-2011	Computer, Automated Teller, and Office Machine Repairers	1,002	368	3,610	1,324	\$20.92
15-1134	Web Developers	588	238	7,920	3,212	\$32.51
15-1151	Computer User Support Specialists	685	204	46,220	13,770	\$26.58

Pharmacy Technicians

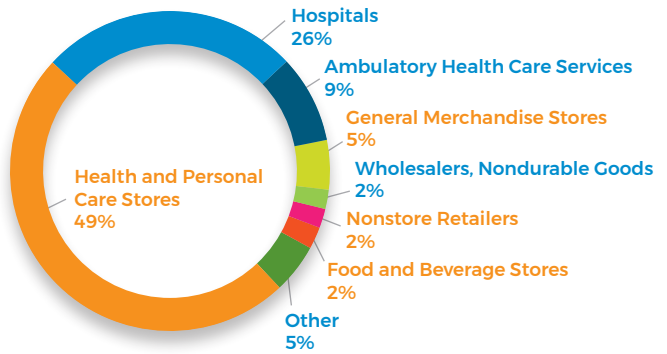
(SOC 29-2052)

Pharmacy technicians prepare medications under the direction of a pharmacist. They may measure, mix, count out, label, and record amounts and dosages of medications according to prescription orders.

COMMUNITY COLLEGE PROGRAMS IN THE L.A. BASIN

Awards	2015	2016	2017
Pharmacy Technology	119	82	117

INDUSTRY DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



AGE DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



Hairdressers, Hairstylists, and Cosmetologists

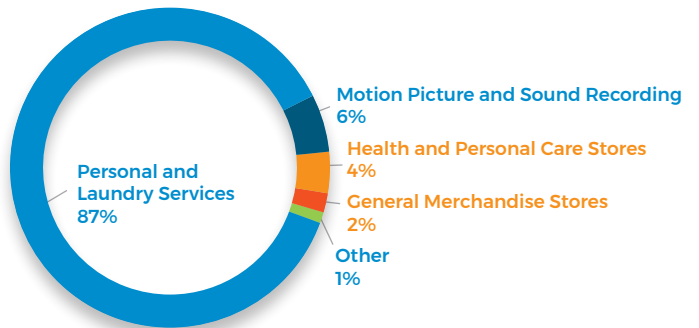
(SOC 39-5012)

Hairdressers, hairstylists, and cosmetologists provide beauty services, such as shampooing, cutting, coloring, and styling hair, as well as massaging and treating the scalp. They may apply makeup, dress wigs, perform hair removal, and provide nail and skin care services.

COMMUNITY COLLEGE PROGRAMS IN THE L.A. BASIN

Awards	2015	2016	2017
Cosmetology and Barbering	734	767	772

INDUSTRY DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



AGE DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



Computer, Automated Teller, and Office Machine Repairers

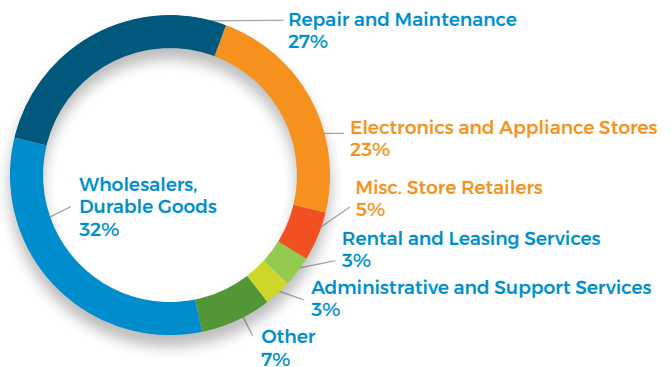
(SOC 49-2011)

Computer, automated teller and office machine repairers repair, maintain, or install computers, word processing systems, automated teller machines, and electronic office machines, such as duplicating and fax machines.

COMMUNITY COLLEGE PROGRAMS IN THE L.A. BASIN

Awards	2015	2016	2017
Computer Electronics	52	59	111

INDUSTRY DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



AGE DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



Web Developers

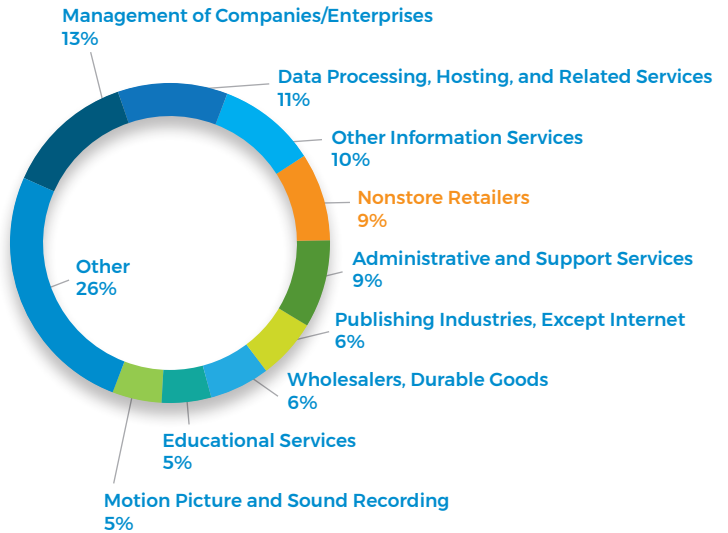
(SOC 15-1134)

Web developers design, create, and modify websites. Analyze user needs to implement website content, graphics, performance, and capacity. They may integrate websites with other computer applications, and may convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content.

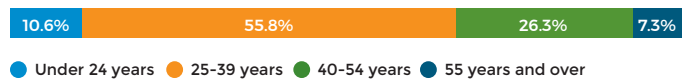
COMMUNITY COLLEGE PROGRAMS IN THE L.A. BASIN

Awards	2015	2016	2017
Website Design & Development	37	29	25
Software Applications	69	78	54
Computer Software Development	17	20	14
Computer Programming	182	252	239
World Wide Web Administration	15	26	42
E-Commerce (Technology Emphasis)	2	0	0
Total	322	405	374

INDUSTRY DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



AGE DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



Computer User Support Specialists

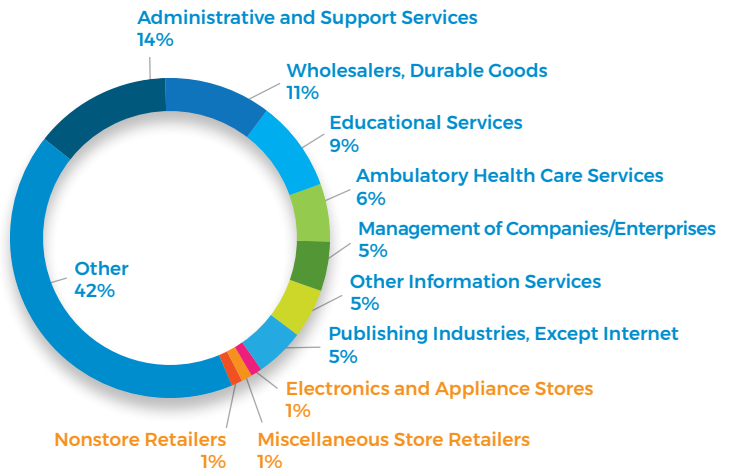
(SOC 15-1151)

Computer user support specialists provide technical assistance to computer users. Answer questions or resolve computer problems for clients in person, or via telephone or electronically. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.

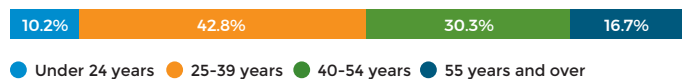
COMMUNITY COLLEGE PROGRAMS IN THE L.A. BASIN

Awards	2015	2016	2017
Computer Information Systems	103	123	133
Software Applications	69	78	54
Computer Infrastructure & Support	122	91	96
Computer Networking	176	232	231
Computer Support	36	20	25
Total	506	544	539

INDUSTRY DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



AGE DISTRIBUTION OF WORKERS IN L.A. BASIN IN 2017



For more information about middle-skill jobs in the L.A. Basin, visit www.CompetitiveWorkforce.LA