

RETAIL EMPLOYMENT OPPORTUNITY

Montgomery County, Maryland

Market-responsive Education
and Employment Training System

MEETS

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DEPARTMENT OF LABOR, LICENSING & REGULATION

Office of Labor Market Analysis
and Information

DID YOU KNOW?

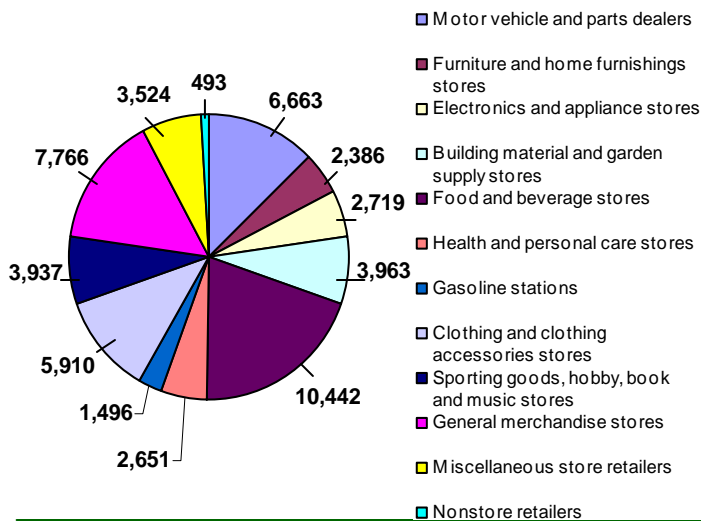
- Twelve percent of Montgomery County employment is classified as Retail.
- Twenty percent of this retail employment is in *Food and Beverage Services*.
- Montgomery County retail employers hired nearly 40,000 new employees in the most recent full year of data coverage, despite a slight loss in the total number of retail jobs.
- Fifty-six percent of the new retail employees are women, and 39% are under 22 years of age.

This Brief introduces you to the source of the highlights presented above. Inside, you will find other new insights about retail employment in Montgomery County, Maryland. You will also find suggested ways to use this new information for decision-making. A series of industry briefs like this are now available from MEETS.



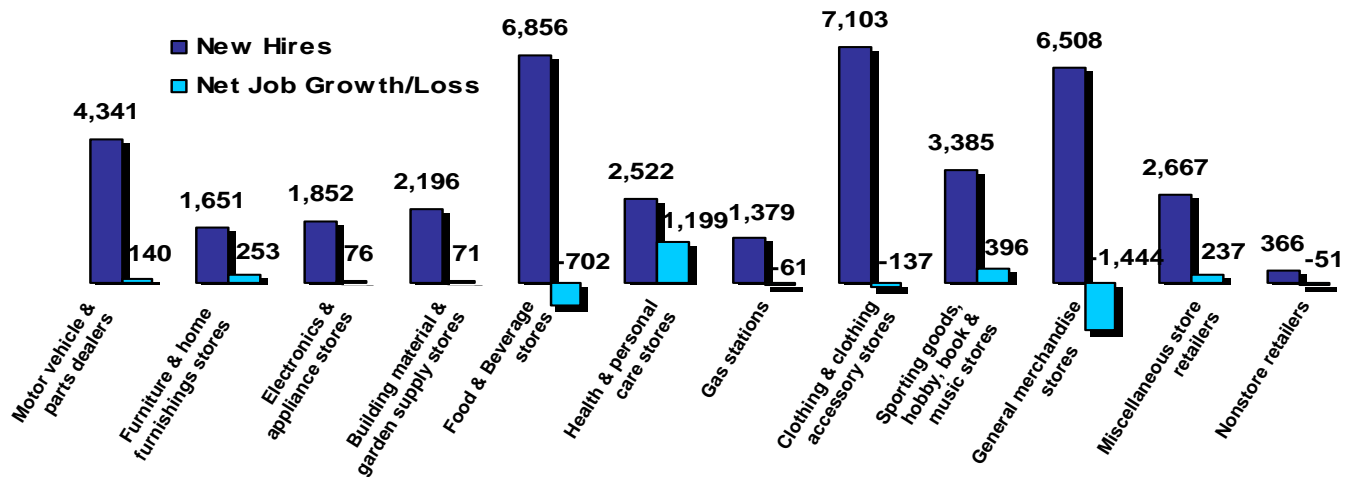
U.S. Department of Labor
Employment & Training Administration

Montgomery County, Maryland: Retail Employment Highlights



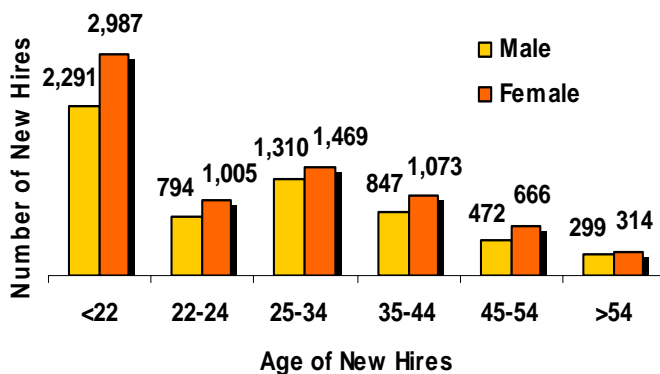
EMPLOYMENT AFFILIATIONS WITHIN RETAIL

Nearly 60% of retail employment is in Food & Beverage Stores (20%), General Merchandise Stores—including Department Stores—(15%), Motor Vehicle & Parts Dealers (13%), and Clothing & Clothing Accessory Stores (11%). The balance of employment in this diverse industry is in spread over eight other sub-sectors.



ANNUAL HIRES AND NET GROWTH/LOSS WITHIN RETAIL

Fifty percent of Montgomery County retail new hires were in Clothing & Clothing Accessory Stores, Food & Beverage Stores, and General Merchandise Stores. However, all three of these sub-sectors experienced job loss during the period shown, with the vast majority of all retail loss coming from General Merchandise Stores. Although Health & Personal Care Stores claimed only 6% of New Hires for the period, it also accounted for over half of the industry's job growth. As many retail sub-sectors experienced gain as loss, but the industry experienced very slight loss overall for the period shown.



QUARTERLY HIRES WITHIN RETAIL BY GENDER AND AGE

Just over a third of new hires in Montgomery County's retail industry are between 25 and 44 years old, but 39% are under age 22. Women outnumber men among new hires in every age group, and claim 56% of new hires across age groups. Gender and age mix varies among the retail sub-sectors (not shown here), and even more so at the occupational level.

Occupational Title	Projected 2012 Employment	Average Hourly Wage
Retail Salespersons	87,285	\$8.75
First-line Supervisors/ Managers of Retail Sales Workers	9,655	\$16.00
Demonstrators & Product Promoters	3,515	\$11.00
Counter & Rental Clerks	10,810	\$10.00
Cashiers	72,095	\$8.50
Purchasing Managers	2,715	\$30.00
Sales Managers	11,245	\$36.50
Wholesale & Retail Buyers, Except Farm Products	2,575	\$20.50

RETAIL OCCUPATIONAL PROJECTIONS*

These statewide statistics highlight two facets of retail employment: 1) occupational earnings vary widely, and 2) the vast majority of retail workers are employed in low wage positions. The highlights chosen for this page are intended to guide local inquiries.

WHAT ARE RETAIL JOBS?

The Census Bureau Local Employment Dynamics (LED) program QWI statistics presented in this brief use the North American Industry Classification System's (NAICS) coding of retail industry sub-sectors. Dependent upon the NAICS definitions, the retail industry includes establishments distributing a diverse array of products to the public, utilizing an equally diverse collection of workers. Familiar retail industry group titles include Automobile Dealers, Grocery Stores, and Department Stores.

Occupational information is not in the LED data. Retail occupations fall into various groups, including: front-line workers (e.g., salespersons and cashiers), supervisors of front-line workers, and those who perform other types of work in retail establishments, such as purchasing managers and retail buyers.

Data users should contact the Maryland Department of Labor, Licensing, & Regulation, Office of Labor Market Analysis & Information (DLLR/OLMAI) for assistance in combining industry and occupational information to answer questions.

EXAMPLES OF HOW TO USE THE NEW LED QWI INFORMATION

- Think about why there can be over 40,000 new hires in retail while there is job loss in the industry overall. This will help to separate high turnover jobs from more stable opportunities. While high-turnover jobs may be appropriate destinations for some jobs seekers, most strategic decisions focus on stable opportunities with potential for continued learning and earning growth.
- Narrow the scope of further inquiries about promising occupations within the industry group by selecting four-digit NAICS industry group codes within retail.
- Think about the gender disparities within the retail industry groups and decide what your conclusion means for the individual and program management decision-making.
- Align the age group breakout of new hires activity in retail with current or targeted program demographics and decide whether and what additional information is needed before making strategic management counseling decisions.

Sources of the data included in this Brief are:

- The Maryland Department of Labor, Licensing and Regulation (DLLR) (<http://www.dllr.state.md.us>)
- The Census Bureau Local Employment Dynamics (LED) program (<http://lehd.dsd.census.gov>)

DLLR and LED have joined forces to deliver the new **Quarterly Workforce Indicators (QWI) series**. No new information is collected. No surveys are conducted. No new employer or employee burden is involved. No confidentiality laws or principles are compromised.

USEFUL WEB LINKS

Maryland labor market information:

<http://www.dllr.state.md.us/lmi/index.htm>

Montgomery County occupational wage estimates:

<http://www.dllr.state.md.us/lmi/wages/TOC008.htm>

BLS occupational employment statistics *Technical Notes*:

http://www.bls.gov/oes/current/oes_tec.htm

BLS occupational employment projections methods:

<http://www.bls.gov/emp/home.htm>

BLS National Industry-Occupation Employment Matrix information:

<http://www.bls.gov/emp/nioem/empioan.htm>

Standard occupational classification *user guide*:

<http://www.bls.gov/soc/socguide.htm>

NAICS Codes and Titles:

<http://www.census.gov/epcd/naics02/>

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