



# INDUSTRY PROFILE

## Retail

Pharmacists • Pharmacy Technicians  
 Food Service • Secretaries • First-line Supervisors  
 Salespersons • Equipment Cleaners

### Industry Background

Retail is the fourth largest industry group in Metro Denver, employing over 150,000 people. Regionally, general merchandise stores are the top employers, followed by food and beverage stores. The industry as a whole is expected to grow only 0.35% per year through 2018, with the fastest growth in general merchandise (13.2%) and electronics and appliance stores (7.0%).

### Top Occupations

Top occupations in retail include retail salespersons, cashiers, supervisors, stock clerks & order fillers. Pharmacy technicians and pharmacists make up about 1% of employment in the industry, respectively.

### Regional Occupational Makeup

SOC Code	Description	2013 Jobs	Available Applicants	Applicants per Job Opening	Annual Openings	Median Wage	10th Percentile Wage	25th Percentile Wage	Average Wage	75th Percentile Wage	90th Percentile Wage
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	30,688	840	0.43	1,937	\$ 8.94	\$ 7.97	\$ 8.34	\$ 9.40	\$ 9.71	\$ 11.40
29-1051	Pharmacists	2,451	63	0.54	116	\$ 57.06	\$ 25.20	\$ 49.80	\$ 54.53	\$ 65.07	\$ 69.92
41-9091	Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	8,759	92	0.55	168	\$ 10.44	\$ 8.12	\$ 9.66	\$ 10.42	\$ 11.25	\$ 12.34
43-5081	Stock Clerks and Order Fillers	18,377	362	0.68	531	\$ 11.62	\$ 8.50	\$ 9.43	\$ 12.80	\$ 15.40	\$ 18.35
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	35,036	915	1.26	725	\$ 17.63	\$ 11.63	\$ 14.23	\$ 17.91	\$ 21.55	\$ 25.23
49-3093	Tire Repairers and Changers	1,344	74	1.30	57	\$ 12.06	\$ 8.93	\$ 10.21	\$ 13.02	\$ 14.26	\$ 18.76
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	15,656	1,105	1.61	686	\$ 12.91	\$ 9.23	\$ 10.61	\$ 13.77	\$ 16.19	\$ 20.07
41-2031	Retail Salespersons	47,390	3,157	1.76	1,795	\$ 11.21	\$ 8.66	\$ 9.49	\$ 13.27	\$ 14.52	\$ 20.42
41-1011	First-Line Supervisors of Retail Sales Workers	18,326	1,216	1.84	660	\$ 15.07	\$ 10.84	\$ 12.73	\$ 16.13	\$ 18.28	\$ 22.49
49-3023	Automotive Service Technicians and Mechanics	7,406	496	1.95	255	\$ 16.55	\$ 10.06	\$ 12.25	\$ 17.63	\$ 21.57	\$ 27.13
51-3021	Butchers and Meat Cutters	1,816	145	2.16	67	\$ 13.10	\$ 8.73	\$ 10.17	\$ 14.33	\$ 18.25	\$ 21.86
41-2022	Parts Salespersons	1,669	200	2.44	82	\$ 15.79	\$ 9.67	\$ 12.23	\$ 18.07	\$ 21.63	\$ 27.49
29-2052	Pharmacy Technicians	2,219	254	2.62	97	\$ 16.20	\$ 11.97	\$ 13.81	\$ 16.24	\$ 18.31	\$ 21.32
41-2011	Cashiers	27,002	4,873	3.08	1,582	\$ 9.62	\$ 8.10	\$ 8.66	\$ 10.50	\$ 11.46	\$ 14.59
43-3031	Bookkeeping, Accounting, and Auditing Clerks	22,418	1,883	3.16	596	\$ 17.84	\$ 10.72	\$ 14.23	\$ 18.35	\$ 22.07	\$ 26.49
43-1011	First-Line Supervisors of Office and Administrative Support Workers	12,616	1,880	3.38	557	\$ 26.76	\$ 17.34	\$ 21.38	\$ 27.91	\$ 33.44	\$ 40.89
43-5071	Shipping, Receiving, and Traffic Clerks	5,769	631	3.90	162	\$ 14.50	\$ 10.40	\$ 12.34	\$ 15.56	\$ 18.24	\$ 22.45
11-1021	General and Operations Managers	25,283	2,792	4.59	608	\$ 52.25	\$ 26.61	\$ 36.10	\$ 61.05	\$ 78.29	\$ 112.78
43-4051	Customer Service Representatives	29,902	8,660	5.93	1,461	\$ 15.75	\$ 10.69	\$ 12.83	\$ 17.07	\$ 20.42	\$ 25.15
53-3033	Light Truck or Delivery Services Drivers	9,340	1,658	7.54	220	\$ 14.91	\$ 9.71	\$ 11.55	\$ 16.51	\$ 20.26	\$ 26.89

Source: EMSI Complete Employment - 2013.4 and Connecting Colorado Applicant Search

### Regional Growth

NAICS Code	Description	2013 Jobs	2014 Jobs	2015 Jobs	2016 Jobs	2017 Jobs	2018 Jobs	Change	Annual Growth Rate	2012 Establishments
441	Motor Vehicle and Parts Dealers	17,284	17,346	17,439	17,554	17,685	17,856	572	3.3%	792
442	Furniture and Home Furnishings Stores	5,616	5,498	5,406	5,333	5,274	5,252	(364)	(6.5%)	342
443	Electronics and Appliance Stores	5,061	5,132	5,202	5,271	5,341	5,414	353	7.0%	453
444	Building Material and Garden Equipment and Supplies Dealers	10,087	10,119	10,155	10,196	10,239	10,289	202	2.0%	434
445	Food and Beverage Stores	25,515	25,777	25,988	26,163	26,311	26,390	875	3.4%	1,169
446	Health and Personal Care Stores	7,906	7,887	7,874	7,867	7,862	7,866	(40)	(0.5%)	547
447	Gasoline Stations	5,425	5,304	5,206	5,124	5,053	5,009	(416)	(7.7%)	661
448	Clothing and Clothing Accessories Stores	13,530	13,520	13,520	13,526	13,537	13,558	28	0.2%	1,006
451	Sporting Goods, Hobby, Book, and Music Stores	8,660	8,574	8,513	8,472	8,446	8,447	(213)	(2.5%)	534
452	General Merchandise Stores	26,645	27,491	28,252	28,953	29,611	30,152	3,507	13.2%	317
453	Miscellaneous Store Retailers	15,082	15,091	15,102	15,115	15,129	15,145	63	0.4%	902
454	Nonstore Retailers	15,060	14,534	14,098	13,724	13,397	13,188	(1,872)	(12.4%)	665
	<b>Totals</b>	<b>155,871</b>	<b>156,273</b>	<b>156,755</b>	<b>157,298</b>	<b>157,885</b>	<b>158,566</b>	<b>2,695</b>	<b>0.35%</b>	<b>7,822</b>

Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - EMSI 2013.4 Class of Worker



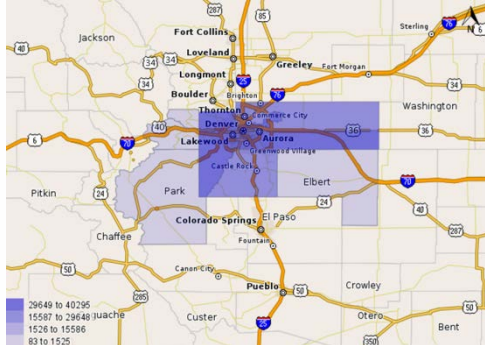


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### Density Map



### Employment Concentration by County

Top Employment Concentrations by County			
County	2013 Jobs	Average Worker Earnings	Location Quotient
Arapahoe, CO (8005)	40,295	\$ 33,248	0.91
Jefferson, CO (8059)	33,188	\$ 29,978	1.17
Denver, CO (8031)	32,962	\$ 32,832	0.58
Adams, CO (8001)	22,589	\$ 30,748	0.99
Douglas, CO (8035)	19,209	\$ 28,777	1.36
Broomfield, CO (8014)	5,638	\$ 26,785	1.25
Elbert, CO (8039)	775	\$ 21,130	0.89
Clear Creek, CO (8019)	685	\$ 24,287	0.83
Park, CO (8093)	449	\$ 20,454	0.74
Gilpin, CO (8047)	83	\$ 16,019	0.13

Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - EMSI 2013.4 Class of Worker

### Top Jobs Listed, Last 120 Days

Unduplicated Listings, Last 120 Days, Metro Denver			
Occupation	Occupation Code	Volume Last 120 Days	Volume Same Period Last Year
Retail Salespersons	41203100	1,173	736
First-Line Supervisors of Retail Sales Workers	41101100	752	528
Customer Service Representatives	43405100	153	119
Automotive Specialty Technicians	49302302	133	22
Cashiers	41201100	119	72
Stock Clerks, Sales Floor	43508101	89	46
First-Line Supervisors of Office and Administrative Support Workers	43101100	88	69
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41401200	55	51
Merchandise Displayers and Window Trimmers	27102600	54	35
Stock Clerks- Stockroom, Warehouse, or Storage Yard	43508103	52	30
Human Resources Managers	11312100	46	20
Software Developers, Applications	15113200	45	40
First-Line Supervisors of Mechanics, Installers, and Repairers	49101100	44	14
General and Operations Managers	11102100	43	61
Computer User Support Specialists	15115100	37	56
First-Line Supervisors of Food Preparation and Serving Workers	35101200	37	19
Security Guards	33903200	36	20
Automotive Master Mechanics	49302301	34	20
Sales Managers	11202200	33	28
First-Line Supervisors of Production and Operating Workers	51101100	33	21

Source: Conference Board's Wanted Analytics

### Top Companies Listing

Top Companies Listing, Metro Denver		
Advertiser	Volume Last 120 Days	Volume Same Period Last Year
Nordstrom	375	238
Sears Holdings Corporation	325	89
Macy's	317	225
AutoNation	276	69
Best Buy	211	19
Toys"R"Us	202	28
Lowe's	152	207
Dick's Sporting Goods, Inc.	98	46
Firestone Complete Auto Care	81	13
Whole Foods	80	2

Source: Wanted Analytics

### Age Distribution

