

Retail Trade in Stanislaus County, CA

Stanislaus County Workforce Development



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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Industry

44 Retail Trade

1 County

6099 Stanislaus County, CA

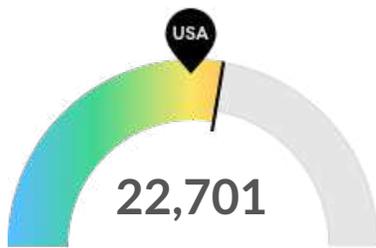
Class of Worker

QCEW Employees and Non-QCEW Employees

The information in this report pertains to the chosen industry and geographical area.

Executive Summary

Light Hiring Competition Over a Deep Supply of Regional Talent



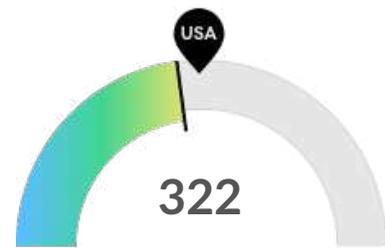
Supply (Jobs)

Stanislaus County, CA is a hotspot for this kind of talent. The national average for an area this size is 19,543* employees, while there are 22,701 here.



Earnings Per Job

Earnings per job are about the same as the national average. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

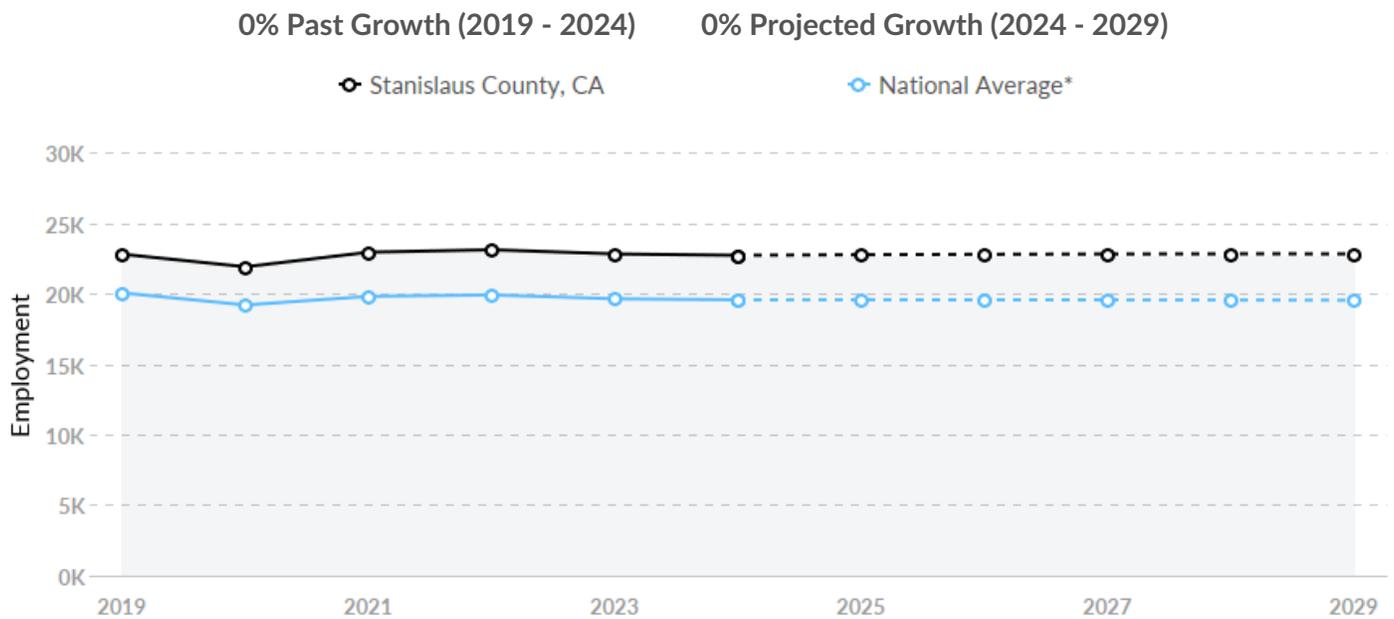
Competition from online job postings is low in Stanislaus County, CA. The national average for an area this size is 365* job postings/mo, while there are 322 here.

*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Stanislaus County, CA. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

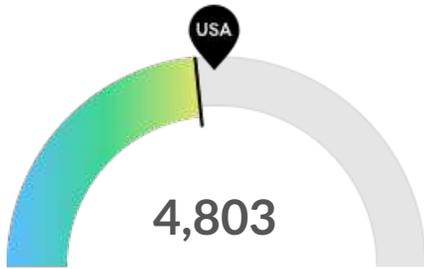
Supply Is Higher Than the National Average

The regional vs. national average employment helps you understand if the supply of Retail Trade is a strength or weakness for Stanislaus County, CA, and how it is changing relative to the nation. An average area of this size would have 19,543* employees, while there are 22,701 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



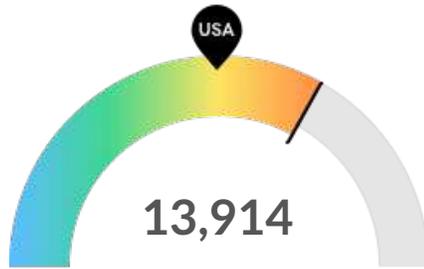
*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Stanislaus County, CA. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is About Average, While Overall Diversity Is High



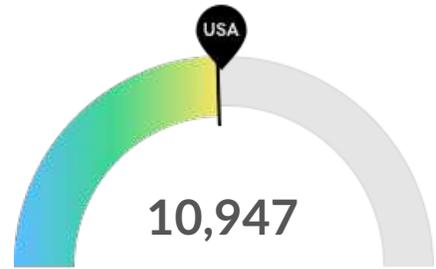
Retiring Soon

Retirement risk is about average in Stanislaus County, CA. The national average for an area this size is 5,280* employees 55 or older, while there are 4,803 here.



Racial Diversity

Racial diversity is high in Stanislaus County, CA. The national average for an area this size is 8,877* racially diverse employees, while there are 13,914 here.



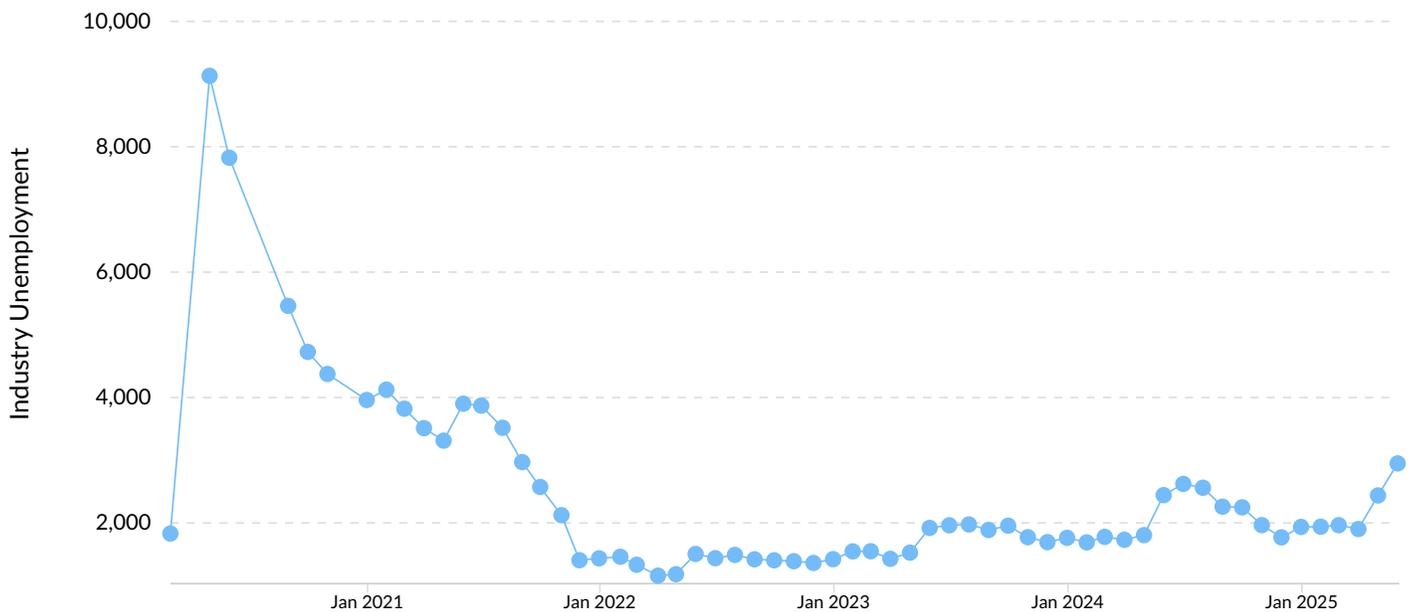
Gender Diversity

Gender diversity is about average in Stanislaus County, CA. The national average for an area this size is 11,247* female employees, while there are 10,947 here.

*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Stanislaus County, CA. In other words, the values represent the national average adjusted for region size.

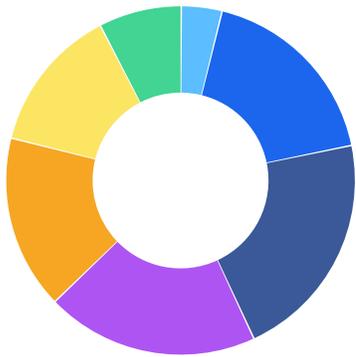
Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.



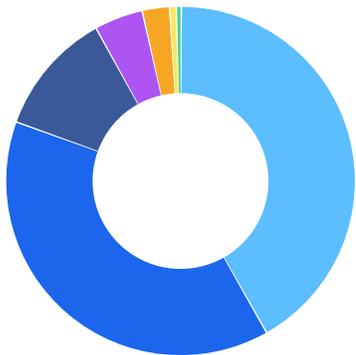
Demographic Details

Industry Age Breakdown



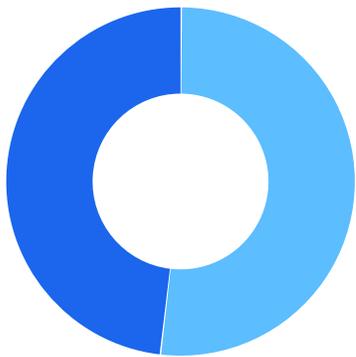
	% of Jobs	Jobs
14-18	3.8%	855
19-24	17.9%	4,072
25-34	21.3%	4,838
35-44	19.7%	4,470
45-54	16.1%	3,662
55-64	13.5%	3,063
65+	7.7%	1,741

Industry Race/Ethnicity Breakdown



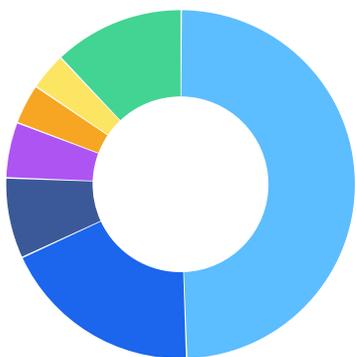
	% of Jobs	Jobs
Hispanic or Latino	41.7%	9,471
White	38.7%	8,787
Asian	11.5%	2,603
Black or African American	4.5%	1,022
Two or More Races	2.5%	573
Native Hawaiian or Other Pacific Islander	0.6%	143
American Indian or Alaska Native	0.5%	102

Industry Gender Breakdown



	% of Jobs	Jobs
● Males	51.8%	11,754
● Females	48.2%	10,947

Most Jobs are Found in the Sales and Related Occupations Industry Sector



Occupation	% of Industry in Occupation (2024)
● Sales and Related Occupations	49.4%
● Transportation and Material Moving Occupations	18.7%
● Office and Administrative Support Occupations	7.5%
● Installation, Maintenance, and Repair Occupations	5.2%
● Management Occupations	3.7%
● Healthcare Practitioners and Technical Occupations	3.5%
● Other	12.1%

Demand



312 Employers Competing

All employers in the region who posted for this job over the last 12 months.



3,865 Unique Job Postings

The number of unique postings for this job over the last 12 months.



29 Day Median Duration

Posting duration is 5 days longer than what's typical in the region.

Top Companies	Unique Postings
Walmart	299
Save Mart Supermarkets	251
Vallarta Supermarkets	157
CVS Health	132
Macy's	129

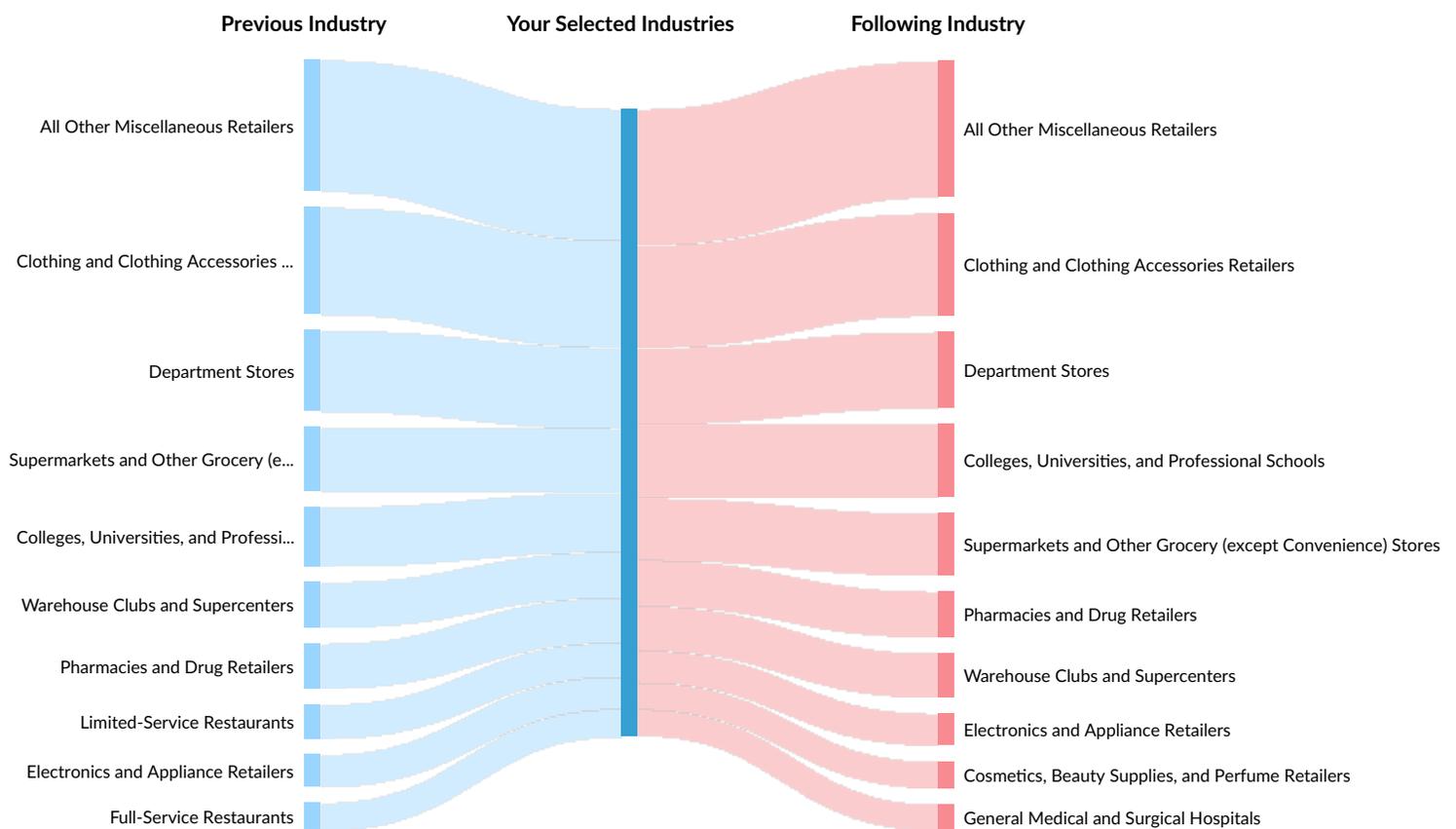
Top Job Titles	Unique Postings
Retail Sales Associates	104
Sales Associates	84
Assistant Store Managers	76
Multi-Purpose Clerks	76
Store Managers	58

Industry Gain and Drain

The table below analyzes the profiles of current and past people in your selected industries. The left column shows job transitions from other industries to your selected industries. The right column shows job transitions from your selected industries to other industries.

Please note, results are only available at the national level and the 6-digit NAICS level. Also your selection has been limited to 100 industries.

The following represents the job transitions of employees in your selected industries in the United States:



Previous Industries	Transitions
All Other Miscellaneous Retailers	448,120
Clothing and Clothing Accessories Retailers	364,194
Department Stores	276,162
Supermarkets and Other Grocery (except Convenience) Stores	218,314

Previous Industries	Transitions
Colleges, Universities, and Professional Schools	201,397
Warehouse Clubs and Supercenters	155,579
Pharmacies and Drug Retailers	153,041
Limited-Service Restaurants	116,444
Electronics and Appliance Retailers	109,953
Full-Service Restaurants	95,213
Cosmetics, Beauty Supplies, and Perfume Retailers	86,679
Hardware Retailers	86,491
Home Centers	61,461
Sporting Goods Retailers	57,281
All Other Home Furnishings Retailers	55,632
Gasoline Stations with Convenience Stores	54,375
New Car Dealers	54,121
Software Publishers	48,754
All Other General Merchandise Retailers	48,235
General Medical and Surgical Hospitals	47,409
Commercial Banking	45,912
Custom Computer Programming Services	45,474
Furniture Retailers	44,640
Elementary and Secondary Schools	44,556
Convenience Retailers	38,187
National Security	35,746
Automotive Parts and Accessories Retailers	35,296
Shoe Retailers	35,288
Used Car Dealers	33,517
All Other Professional, Scientific, and Technical Services	30,937

Previous Industries	Transitions
Jewelry Retailers	30,678
Offices of Physicians (except Mental Health Specialists)	29,960
Computer Systems Design Services	29,335
Employment Placement Agencies	28,951
Hotels (except Casino Hotels) and Motels	28,781
Pet and Pet Supplies Retailers	28,362
Administrative Management and General Management Consulting Services	27,427
Gift, Novelty, and Souvenir Retailers	25,928
Couriers and Express Delivery Services	25,432
Hobby, Toy, and Game Retailers	24,161
Insurance Agencies and Brokerages	23,680
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	22,619
Offices of Real Estate Agents and Brokers	22,468
Wireless Telecommunications Carriers (except Satellite)	22,353
Automobile and Light Duty Motor Vehicle Manufacturing	20,303
Other Computer Related Services	20,238
Engineering Services	19,588
Marketing Consulting Services	18,004
Fitness and Recreational Sports Centers	17,972
Other Gasoline Stations	16,940
Direct Health and Medical Insurance Carriers	16,572
Book Retailers and News Dealers	16,475
Motorcycle, ATV, and All Other Motor Vehicle Dealers	16,071
Junior Colleges	15,877
Offices of Lawyers	15,757

Previous Industries	Transitions
Office Supplies and Stationery Retailers	15,699
Offices of Certified Public Accountants	15,419
Beauty Salons	15,327
Other Building Material Dealers	15,198
All Other Personal Services	15,094
Web Search Portals and All Other Information Services	14,729
Advertising Agencies	14,719
Child Care Services	14,454
Motion Picture and Video Production	14,199
Other Miscellaneous Durable Goods Merchant Wholesalers	13,899
Beer, Wine, and Liquor Retailers	13,847
Electronic Computer Manufacturing	13,838
All Other Specialty Food Retailers	13,722
Religious Organizations	13,432
Temporary Help Services	12,735
Other General Government Support	12,566
Food (Health) Supplement Retailers	12,444
Financial Transactions Processing, Reserve, and Clearinghouse Activities	12,370
Tire Dealers	12,094
Other Management Consulting Services	12,007
Child and Youth Services	11,984
Snack and Nonalcoholic Beverage Bars	11,822
Portfolio Management and Investment Advice	11,692
Floor Covering Retailers	11,656
Golf Courses and Country Clubs	11,554

Previous Industries	Transitions
Office Administrative Services	11,448
Pharmaceutical Preparation Manufacturing	11,429
All Other Health and Personal Care Retailers	11,145
Home Health Care Services	11,043
General Warehousing and Storage	11,028
Civic and Social Organizations	10,980
Educational Support Services	10,822
Commercial and Institutional Building Construction	10,691
Wholesale Trade Agents and Brokers	10,201
Other Individual and Family Services	9,827
Footwear Manufacturing	9,624
Other Scientific and Technical Consulting Services	9,598
All Other Miscellaneous Ambulatory Health Care Services	9,519
Local Messengers and Local Delivery	9,488
Electrical Contractors and Other Wiring Installation Contractors	9,476
Cut and Sew Apparel Manufacturing (except Contractors)	9,213
Plumbing, Heating, and Air-Conditioning Contractors	9,160
All Other Support Services	9,004
Security Guards and Patrol Services	8,979
Nursing Care Facilities (Skilled Nursing Facilities)	8,859
Following Industries	Transitions
All Other Miscellaneous Retailers	464,360
Clothing and Clothing Accessories Retailers	349,490
Department Stores	260,114
Colleges, Universities, and Professional Schools	250,622

Following Industries	Transitions
Supermarkets and Other Grocery (except Convenience) Stores	211,622
Pharmacies and Drug Retailers	156,349
Warehouse Clubs and Supercenters	151,594
Electronics and Appliance Retailers	108,833
Cosmetics, Beauty Supplies, and Perfume Retailers	91,527
General Medical and Surgical Hospitals	90,375
Hardware Retailers	87,662
Full-Service Restaurants	76,674
Commercial Banking	72,324
Limited-Service Restaurants	71,327
Home Centers	65,783
Software Publishers	62,122
Sporting Goods Retailers	58,195
Elementary and Secondary Schools	57,792
New Car Dealers	57,254
Gasoline Stations with Convenience Stores	55,091
Offices of Physicians (except Mental Health Specialists)	53,356
All Other Home Furnishings Retailers	52,611
Furniture Retailers	48,476
Custom Computer Programming Services	47,870
All Other General Merchandise Retailers	45,012
All Other Professional, Scientific, and Technical Services	39,089
Convenience Retailers	38,006
Insurance Agencies and Brokerages	36,615
Automotive Parts and Accessories Retailers	36,561
Used Car Dealers	35,538

Following Industries	Transitions
Employment Placement Agencies	34,228
Jewelry Retailers	33,630
Shoe Retailers	32,580
Offices of Real Estate Agents and Brokers	32,517
Administrative Management and General Management Consulting Services	32,056
Hotels (except Casino Hotels) and Motels	31,404
Pet and Pet Supplies Retailers	30,834
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	29,422
Engineering Services	28,603
Couriers and Express Delivery Services	28,553
Web Search Portals and All Other Information Services	28,450
Computer Systems Design Services	27,943
Automobile and Light Duty Motor Vehicle Manufacturing	25,708
National Security	25,571
Gift, Novelty, and Souvenir Retailers	25,041
Hobby, Toy, and Game Retailers	24,104
Other Computer Related Services	23,897
Wireless Telecommunications Carriers (except Satellite)	23,159
Direct Health and Medical Insurance Carriers	22,892
Offices of Lawyers	21,808
Marketing Consulting Services	21,206
Junior Colleges	20,056
Offices of Certified Public Accountants	19,887
Fitness and Recreational Sports Centers	19,766
Portfolio Management and Investment Advice	18,739

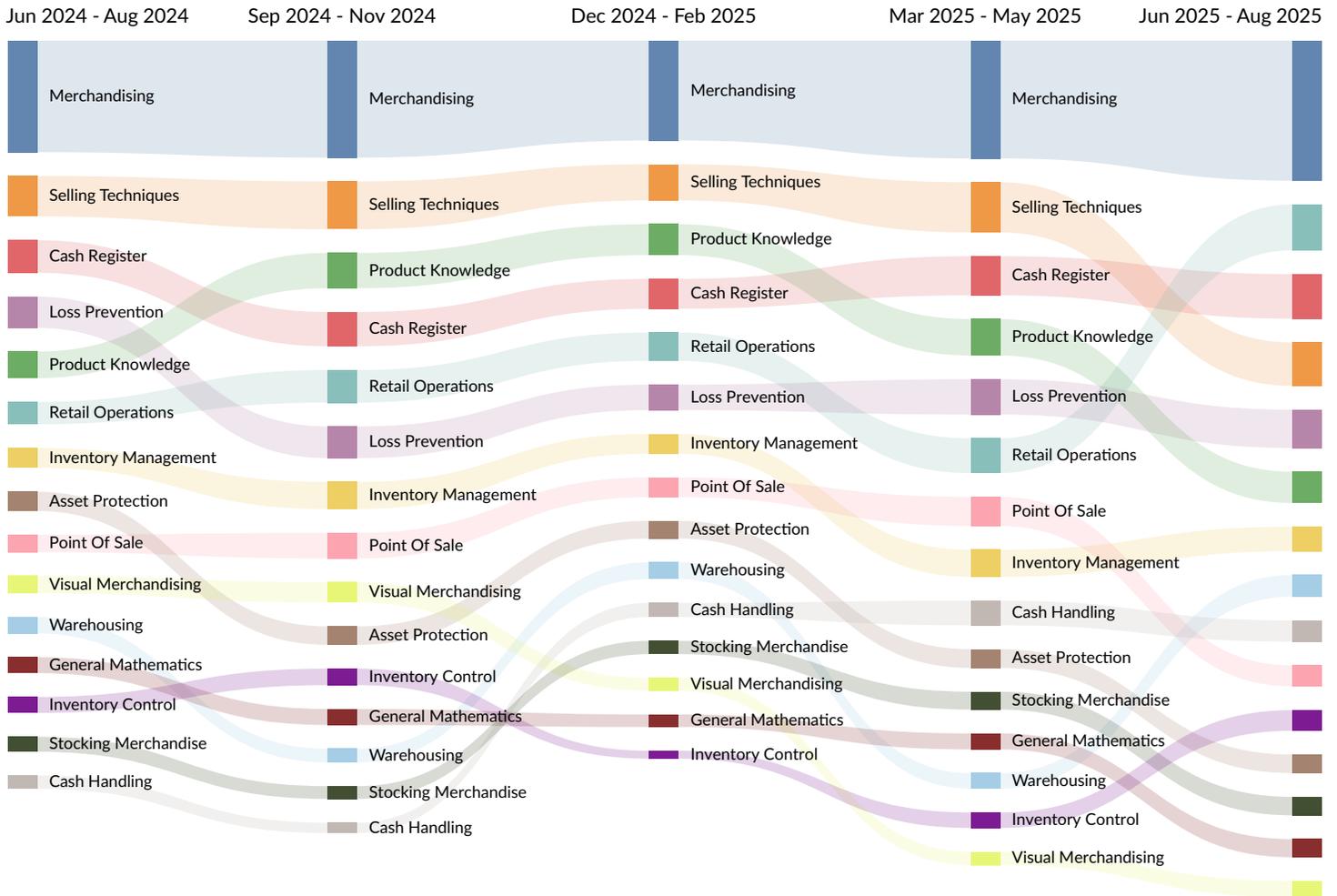
Following Industries	Transitions
All Other Personal Services	18,342
Financial Transactions Processing, Reserve, and Clearinghouse Activities	17,585
Child Care Services	17,471
Other Miscellaneous Durable Goods Merchant Wholesalers	17,353
Other General Government Support	17,119
Electronic Computer Manufacturing	16,985
Other Gasoline Stations	16,904
Pharmaceutical Preparation Manufacturing	16,850
Beauty Salons	16,715
Motorcycle, ATV, and All Other Motor Vehicle Dealers	16,713
Temporary Help Services	16,627
Home Health Care Services	16,391
Other Building Material Dealers	16,183
Book Retailers and News Dealers	16,057
All Other Miscellaneous Ambulatory Health Care Services	15,965
Other Management Consulting Services	15,538
Beer, Wine, and Liquor Retailers	15,499
Office Administrative Services	15,146
Motion Picture and Video Production	15,121
Office Supplies and Stationery Retailers	14,630
Commercial and Institutional Building Construction	14,416
Advertising Agencies	14,322
Other Individual and Family Services	14,247
Religious Organizations	13,916
Credit Unions	13,481

Following Industries	Transitions
Wholesale Trade Agents and Brokers	13,469
All Other Specialty Food Retailers	13,455
Electrical Contractors and Other Wiring Installation Contractors	12,847
Food (Health) Supplement Retailers	12,689
Tire Dealers	12,562
Security Guards and Patrol Services	12,491
Plumbing, Heating, and Air-Conditioning Contractors	12,447
Child and Youth Services	12,216
Local Messengers and Local Delivery	12,150
Nursing Care Facilities (Skilled Nursing Facilities)	12,072
General Warehousing and Storage	12,047
Direct Property and Casualty Insurance Carriers	12,017
Educational Support Services	11,872
Floor Covering Retailers	11,828
All Other Health and Personal Care Retailers	11,767
All Other Support Services	11,505
Civic and Social Organizations	11,440
Footwear Manufacturing	10,905
Offices of All Other Miscellaneous Health Practitioners	10,903
Freight Transportation Arrangement	10,777

What skills are they posting for?

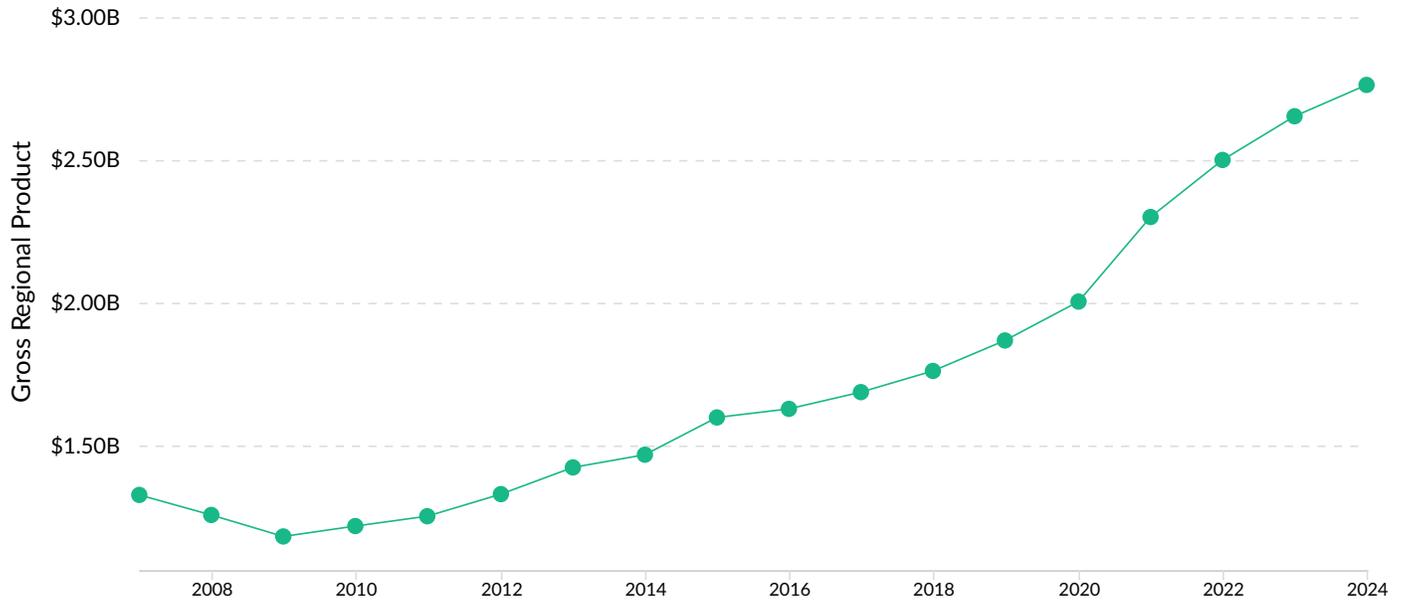
Top 15 Skills for All Job Types Sought by Your Selected Companies by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$1.4B	\$814.0M	\$595.4M	\$2.8B
Earnings (2024)	Property Income (2024)	Taxes (2024)	Total GRP (2024)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
General Warehousing and Storage	\$75,116,079	\$21,611,877	\$96,727,955
Corporate, Subsidiary, and Regional Managing Offices	\$34,974,361	\$59,975,978	\$94,950,339
Lessors of Residential Buildings and Dwellings	\$74,777,069	\$14,786,256	\$89,563,325
Offices of Real Estate Agents and Brokers	\$71,575,809	\$4,117,541	\$75,693,350
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$27,553,660	\$34,636,388	\$62,190,048