

Oklahoma Department of Career and Technology Education

*career*tech

Information Commons

September 2016

Oklahoma

Sales and Related Occupations



Parameters

Occupations

Code	Description
41-0000	Sales and Related Occupations

Regions

Code	Description
40	Oklahoma

Timeframe

2006 - 2016

Datarun

2016.3 – QCEW Employees, Non-QCEW Employees, and Self-Employed

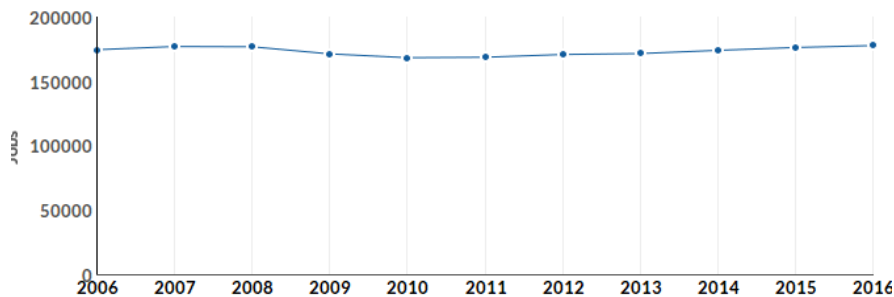
Sales and Related Occupations in Oklahoma

Occupation Summary for Sales and Related Occupations

178,034 Jobs (2016) 3% below National average	1.9% % Change (2006-2016) Nation: 0.4%	\$14.10/hr Median Hourly Earnings Nation: \$16.37/hr
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Growth

174,789 2006 Jobs	178,034 2016 Jobs	3,245 Change (2006-2016)	1.9% % Change (2006-2016)
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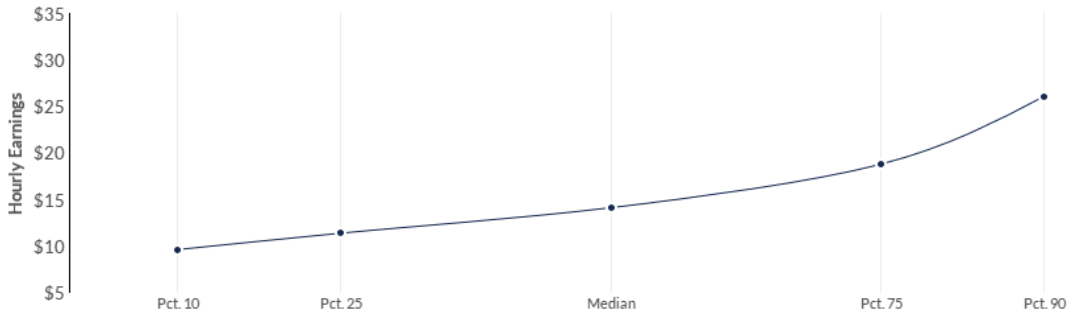


Occupation	2006 Jobs	2016 Jobs	Change	% Change
First-Line Supervisors of Retail Sales Workers (41-1011)	19,809	20,012	203	1%
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	4,328	3,561	-767	-18%
Cashiers (41-2011)	38,755	43,037	4,282	11%
Gaming Change Persons and Booth Cashiers (41-2012)	1,343	1,645	302	22%
Counter and Rental Clerks (41-2021)	5,008	3,632	-1,376	-27%
Parts Salespersons (41-2022)	2,936	3,393	457	16%
Retail Salespersons (41-2031)	49,731	52,559	2,828	6%
Advertising Sales Agents (41-3011)	1,710	1,302	-408	-24%
Insurance Sales Agents (41-3012)	5,548	6,757	1,209	22%

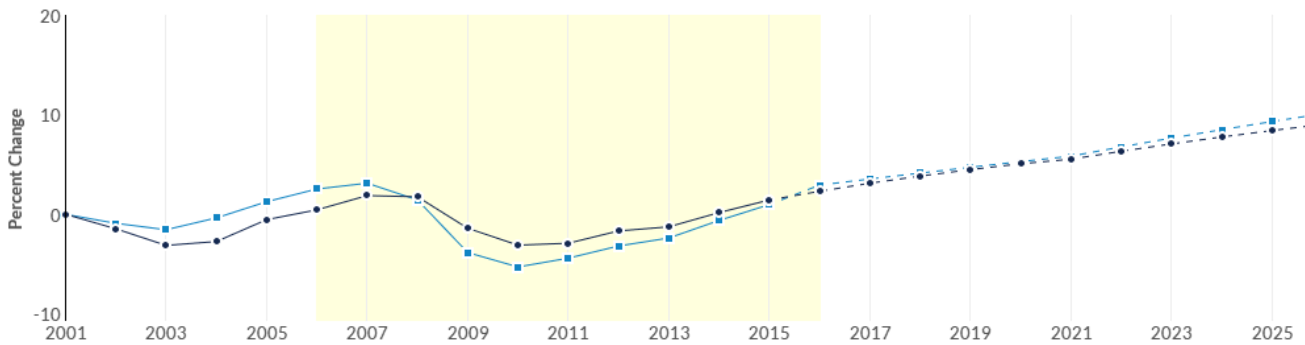
Occupation	2006 Jobs	2016 Jobs	Change	% Change
3021)				
Securities, Commodities, and Financial Services Sales Agents (41-3031)	2,028	1,908	-120	-6%
Travel Agents (41-3041)	531	293	-238	-45%
Sales Representatives, Services, All Other (41-3099)	8,872	8,532	-340	-4%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	5,434	5,771	337	6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	11,754	11,048	-706	-6%
Demonstrators and Product Promoters (41-9011)	582	473	-109	-19%
Models (41-9012)	61	63	2	3%
Real Estate Brokers (41-9021)	1,354	1,089	-265	-20%
Real Estate Sales Agents (41-9022)	6,363	5,670	-693	-11%
Sales Engineers (41-9031)	475	449	-26	-5%
Telemarketers (41-9041)	5,883	4,704	-1,179	-20%
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers (41-9091)	1,469	1,219	-250	-17%
Sales and Related Workers, All Other (41-9099)	813	916	103	13%

Percentile Earnings for Sales and Related Occupations (41-0000)

\$11.35/hr 25th Percentile Earnings	\$14.10/hr Median Earnings	\$18.79/hr 75th Percentile Earnings
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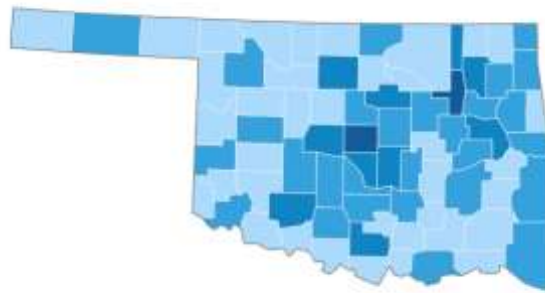


Regional Trends



	Region	2006 Jobs	2016 Jobs	Change	% Change
●	Region	174,789	178,034	3,245	1.9%
●	Nation	16,060,866	16,122,359	61,493	0.4%

Regional Breakdown



County	2016 Jobs
Oklahoma County, OK	48,479
Tulsa County, OK	42,899
Cleveland County, OK	10,147
Comanche County, OK	4,824
Canadian County, OK	3,865

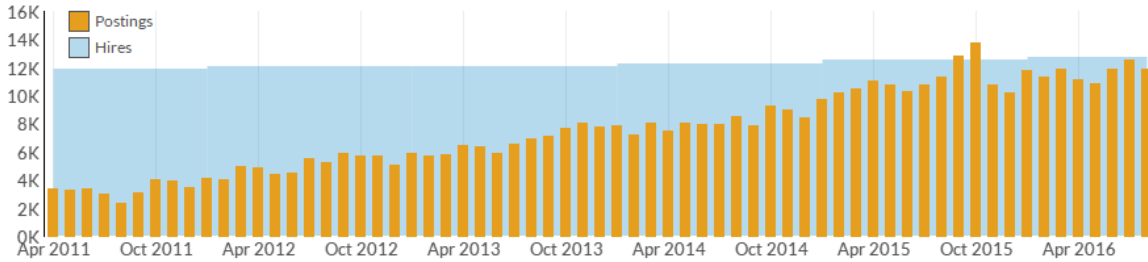
Job Postings Summary

<p>492,823</p> <p>Unique Postings (Apr 2011 - Aug 2016)</p> <p>3,327,021 Total Postings</p>	<p>7 : 1</p> <p>Posting Intensity (Apr 2011 - Aug 2016)</p> <p>Regional Average: 6 : 1</p>
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There were **3,327,021** total job postings for Sales and Related Occupations from April 2011 to August 2016, of which **492,823** were unique. These numbers give us a Posting Intensity of **7-to-1**, meaning that for every 7 postings there is 1 unique job posting. This is close to the Posting Intensity for all other occupations and companies in the region (6-to-1), indicating they are putting average effort toward hiring this position.

Job Postings vs. Hires

7,582 Avg. Monthly Postings (Apr 2011 - Aug 2016)	12,245 Avg. Monthly Hires (Apr 2011 - Aug 2016)
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Occupation	Avg Monthly Postings (Apr 2011 - Aug 2016)	Avg Monthly Hires (Apr 2011 - Aug 2016)
Sales and Related Occupations	7,582	12,245

Occupation Gender Breakdown



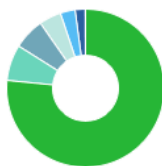
Gender	2016 Jobs	2016 Percent
• Males	84,555	47.5%
• Females	93,479	52.5%

Occupation Age Breakdown



	Age	2016 Jobs	2016 Percent
●	14-18	8,898	5.0% ■
●	19-24	31,719	17.8% ■
●	25-34	37,153	20.9% ■
●	35-44	30,131	16.9% ■
●	45-54	31,589	17.7% ■
●	55-64	26,050	14.6% ■
●	65+	12,494	7.0% ■

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2016 Jobs	2016 Percent
●	White	136,301	76.6%
●	Black or African American	13,082	7.3%
●	Hispanic or Latino	11,385	6.4%
●	American Indian or Alaska Native	8,039	4.5%
●	Two or More Races	5,436	3.1%
●	Asian	3,678	2.1%
●	Native Hawaiian or Other Pacific Islander	114	0.1%

Occupational Programs

14 Programs (2015)		316 Completions (2015)	8,446 Openings (2015)
CIP Code	Program	Completions (2015)	
09.0903	Advertising	115	
52.9999	Business, Management, Marketing, and Related Support Services, Other	114	
52.0208	E-Commerce/Electronic Commerce	28	
52.1904	Apparel and Accessories Marketing Operations	27	
52.1701	Insurance	13	

Industries Employing Sales and Related Occupations

Industry	Occupation Jobs in Industry (2016)	% of Occupation in Industry (2016)	% of Total Jobs in Industry (2016)
Warehouse Clubs and Supercenters	16,714	9.4%	56.8%
Gasoline Stations with Convenience Stores	12,939	7.3%	77.7%
Supermarkets and Other Grocery (except Convenience) Stores	8,980	5.0%	41.3%
Insurance Agencies and Brokerages	5,236	2.9%	46.0%
New Car Dealers	5,028	2.8%	34.2%

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

CareerBuilder/Emsi Job Postings

Job postings are collected from various sources and processed/enriched by Careerbuilder to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

State Data Sources

This report uses state data from the following agencies: Arkansas Department of Workforce Services; Kansas Department of Labor, Labor Market Information Services, Kansas Wage Survey; Missouri Department of Economic Development; Oklahoma Employment Security Commission; Texas Workforce Commission