



MARKETING, SALES AND SERVICES

Tulare | Kings | Fresno Counties

OCCUPATIONS | 2023

JOB SUPPLY



JOB SUPPLY

43,083

Individuals in the Industry



COMPENSATION

\$41,891

Median Salary

OVERVIEW

Careers in the Marketing, Sales, and Services sector fall into three pathways: Marketing, Professional Sales, and Entrepreneurship & Self-Employment.

In 2023, there were a total of 43,083 jobs in the Fresno, Tulare, and Kings County region, and 6.9 percent of those jobs were in the General Merchandise Stores industry.

The graduate pipeline below shows the programs and schools in our region that produced the most graduates in 2021. The occupation table shown on the next page shows the availability and potential earnings for jobs in our region.

TOP INDUSTRIES

Industries employing the above occupations

General Merchandise Stores, including Warehouse Clubs and Supercenters	6.9%
Clothing and Clothing Accessories Retailers	5.5%
Building Material and Supplies Dealers	4.5%
Electronics and Appliance Retailers	3.8%
Automobile Dealers	3.6%

GRADUATE PIPELINE

Institutions producing graduates

Top Programs	Completions (2021)
Liberal Arts and Sciences	4,245
Business Administration	1,993
Speech Communication	369
Agribusiness	214
General Office	130

Top Schools	Completions (2021)
CSU Fresno	1,838
Reedley College	1,193
Clovis Community College	1,066
College of the Sequoias	871

For labor market insights, local industry information and more, please visit www.tularewib.org

This report uses state data from the following agencies: Employment Development Department, Labor Market Division





OCCUPATIONS in order according to Annual Openings (18-19)

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HIGH SCHOOL DIPLOMA OR LESS	2022 Jobs	Annual Openings	10 Year Change	Entry-Level 25% Earnings	Median 50% Earnings	Experienced 75% Earnings			
Retail Salespersons	12,624	2,066	963	\$15	\$17				
Customer Service Representatives	6,005	941	443	\$16	\$18	\$24			
First-Line Supervisors of Retail Sales Workers	5,163	636	280	\$17	\$21	\$26			
Sales Representatives, Wholesale and Manufacturing	4,335	520	474		\$23	\$31	\$45		
Sales Representatives of Services	2,673	362	413		\$21	\$27	\$37		
Sales and Related Workers, All Other	1,181	180	92	\$16	\$20	\$30			
Parts Salespersons	1,362	180	30	\$15	\$17	\$22			
Real Estate Sales Agents	1,536	162	149		\$19	\$28	\$53		
Real Estate Brokers	493	53	56	\$23		\$42	\$68		
BACHELORS OR MORE									
Sales Managers	2,441	225	150		\$29	\$34	\$66		
Market Research Analysts and Marketing Specialists	1,440	203	369		\$23	\$30	\$39		
Buyers and Purchasing Agents	1,140	121	22		\$24	\$29	\$37		
Marketing Managers	845	87	80				\$44	\$59	\$79
Public Relations Specialists	587	67	100		\$22	\$30	\$38		
Meeting, Convention, and Event Planners	291	42	69	\$18	\$24	\$29			

The Regional Living Wage for a single adult in Tulare County is \$13.20 per hour.

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