



MARKETING, SALES AND SERVICES

Tulare | Kings | Fresno Counties

OCCUPATIONS Q4 | 2020

JOB SUPPLY



JOB SUPPLY

36,696

Individuals in the Industry



COMPENSATION

\$35,664

Median Salary

OVERVIEW

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

In 2020, there were a total of 36,696 jobs in the Fresno, Tulare, and Kings County region, and 8.2 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 2020. 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	8.2%
Clothing Stores	6.5%
Building Material and Supplies Dealers	5.5%
Automobile Dealers	3.7%
Electronics and Appliance Stores	3.7%

GRADUATE PIPELINE Institutions producing graduates

Top Programs	Completions (2020)
Liberal Arts and Sciences	3,928
Business Administration	1,709
Speech Communication	471
Business/Commerce, General	443
Political Science and Government	152

Top Schools	Completions (2020)
CSU Fresno	1,714
Reedley College	1,497
Clovis Community College	1,161
College of the Sequoias	1,073

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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OCCUPATIONS Q4 | 2020

HIGH SCHOOL DIPLOMA OR LESS	2020 Jobs	Annual Openings	10 Year Change	Entry-Level 25% Earnings	Median 50% Earnings	Experienced 75% Earnings
Retail Salespersons	11,518	1,806	1,918	\$13	\$16	\$14
Customer Service Representatives	6,997	868	186	\$14	\$20	\$16
First-Line Supervisors of Retail Sales Workers	4,190	468	429	\$16	\$26	\$20
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,050	406	280	\$22	\$43	\$31
Sales Representatives, Services, Except Advertising, Insurance, Financial Services and Travel	2,179	283	337	\$16	\$31	\$21
Parts Salespersons	1,455	169	77	\$14	\$20	\$15
Sales and Related Workers, All Other	678	87	57	\$14	\$20	\$15
Demonstrators and Product Promoters	333	60	20	\$16	\$45	\$18
Real Estate Sales Agents	247	26	39	\$22	\$42	\$28

BACHELORS OR MORE

Market Research Analysts and Marketing Specialists	1,055	132	262	\$18	\$38	\$26
Sales Managers	1,357	115	71	\$25	\$70	\$45
Buyers and Purchasing Agents	877	82	18	\$23	\$57	\$29
Public Relations Specialists	508	55	73	\$16	\$34	\$26
Marketing Managers	314	30	43	\$46	\$86	\$62
Meeting, Convention, and Event Planners	205	26	40	\$16	\$27	\$22

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

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