



# Education Report

---

# Fashion Merchandising

California

---



Definition of Fashion Merchandising, CIP 52.1902..... 3  
Awards..... 4  
Occupation Crosswalk ..... 5  
Occupation Details ..... 6  
Employment by Industry ..... 7  
Geographic Distribution ..... 8  
Demographic Profile..... 9  
RTI (Job Postings) ..... 10  
California Regional Map ..... 15  
FAQ..... 16

# Definition of Fashion Merchandising, CIP 52.1902

A program that prepares individuals to promote product lines/brands, and organize promotional campaigns, at the wholesale level to attract retailer interest, wholesale purchasing, and supply contracts. Includes instruction in wholesaling, wholesale advertising, selling, and customer relations.

# Awards

The table below is a list of postsecondary awards in CIP 52.1902 that were granted by institutions located in California in the 2021 academic year.

Schools	Certs & 2yr Awards <sup>1</sup>	4yr Awards <sup>2</sup>	Post-Grad Awards <sup>3</sup>	Avg Net Price <sup>4</sup>
FIDM-Fashion Institute of Design & Merchandising-Los Angeles	262			\$41,070
Academy of Art University	3	19	27	\$32,593
FIDM-Fashion Institute of Design & Merchandising-San Francisco	21			\$31,404
Skyline College				\$4,885
<b>Total</b>	<b>286</b>	<b>19</b>	<b>27</b>	

1. Undergraduate certificates and associate's degrees

2. Bachelor's degrees and post-baccalaureates

3. Master's, post-master's, and doctorates

4. Average net price represents full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution. Data as of the 2020-2021 academic year.

Awards data are per the National Center for Education Statistics (NCES) and JobsEQ for the 2021 academic year. Any programs shown here reflect only data reported to the NCES; reporting is required of all schools participating in any federal finance assistance program authorized by Title IV of the Higher Education Act of 1965, as amended—other training providers in the region that do not report data to the NCES are not reflected in the above.

# Occupation Crosswalk

The below table lists all occupations linked with the program, Fashion Merchandising, CIP 52.1902.

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
13-1022	Wholesale and Retail Buyers, Except Farm Products	Bachelor's degree	None	Moderate-term on-the-job training	16%	17%	9%	45%	12%
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent	None	Moderate-term on-the-job training	14%	16%	8%	51%	11%

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2022Q4 along with source data from the BLS

## Definition of Wholesale and Retail Buyers, Except Farm Products (13-1022)

Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. May negotiate contracts. Includes assistant wholesale and retail buyers of nonfarm products.

## Definition of Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

# Occupation Details

As of 2022Q4, total employment for occupations linked to Fashion Merchandising in California was 166,633. Over the past three years, linked occupations shed 10,230 jobs in the region and are expected to need in aggregate approximately 120,973 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Fashion Merchandising in California<sup>1</sup>

SOC	Occupation	Current						3-Year History	7-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Ann %	Total Demand	Exits	Transfers	Empl Growth	Avg Ann Growth %
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	153,194	\$83,400	0.94	3,847	2.6%	49	-1.8%	112,081	36,951	71,728	3,402	0.3%
13-1022	Wholesale and Retail Buyers, Except Farm Products	13,439	\$78,900	0.94	347	2.7%	95	-4.1%	8,892	2,914	6,648	-670	-0.7%
<b>Total - Linked Occupations</b>		<b>166,633</b>	<b>\$83,000</b>	<b>0.94</b>	<b>4,194</b>	<b>2.6%</b>	<b>144</b>	<b>-2.0%</b>	<b>120,973</b>	<b>39,865</b>	<b>78,376</b>	<b>2,732</b>	<b>0.2%</b>
<b>Total - All Occupations</b>		<b>19,219,968</b>	<b>\$71,900</b>	<b>1.00</b>	<b>797,161</b>	<b>4.1%</b>	<b>549,185</b>	<b>0.6%</b>	<b>17,029,863</b>	<b>6,722,656</b>	<b>9,379,252</b>	<b>927,955</b>	<b>0.7%</b>

Source: [JobsEQ®](#)

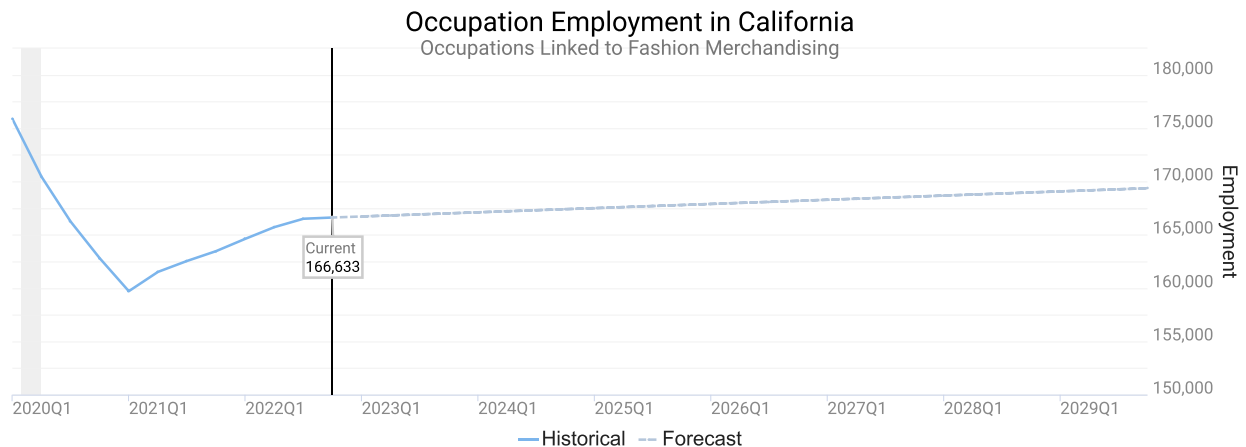
Data as of 2022Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

# Employment by Industry

The table illustrates the industries in California which most employ occupations linked to Fashion Merchandising. The single industry most employing these occupations in the region is Grocery and Related Product Merchant Wholesalers , NAICS 4244. This industry employs 16,057 workers in the linked occupations—employment which is expected to increase by 623 jobs over the next ten years; furthermore, 16,372 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

**Industry Distribution for Occupations Linked to Fashion Merchandising in California**

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
4244	Grocery and Related Product Merchant Wholesalers	9.6%	16,057	5,542	10,830	623	16,995
4251	Wholesale Trade Agents and Brokers	8.0%	13,277	4,589	8,934	521	14,045
4238	Machinery, Equipment, and Supplies Merchant Wholesalers	5.6%	9,360	3,215	6,279	263	9,756
4239	Miscellaneous Durable Goods Merchant Wholesalers	5.2%	8,684	2,923	5,714	-114	8,523
4236	Household Appliances and Electrical and Electronic Goods Merchant Wholesalers	4.5%	7,547	2,609	5,103	324	8,036
4234	Professional and Commercial Equipment and Supplies Merchant Wholesalers	4.3%	7,089	2,470	4,848	442	7,760
4249	Miscellaneous Nondurable Goods Merchant Wholesalers	4.2%	6,941	2,334	4,561	-107	6,788
4237	Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers	3.1%	5,131	1,783	3,487	276	5,547
4243	Apparel, Piece Goods, and Notions Merchant Wholesalers	2.8%	4,645	1,567	3,075	-25	4,617
5511	Management of Companies and Enterprises	2.7%	4,450	1,458	3,049	-93	4,414
4233	Lumber and Other Construction Materials Merchant Wholesalers	2.4%	3,976	1,380	2,700	206	4,286
4231	Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers	2.3%	3,832	1,335	2,615	230	4,179
4232	Furniture and Home Furnishing Merchant Wholesalers	2.1%	3,552	1,220	2,385	102	3,707
4242	Drugs and Druggists' Sundries Merchant Wholesalers	2.0%	3,362	1,162	2,274	142	3,577
3121	Beverage Manufacturing	2.0%	3,323	1,145	2,223	102	3,470
4248	Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers	1.8%	3,076	1,055	2,062	78	3,195
4441	Building Material and Supplies Dealers	1.4%	2,368	808	1,601	57	2,466
4235	Metal and Mineral (except Petroleum) Merchant Wholesalers	1.1%	1,799	622	1,217	79	1,918
5613	Employment Services	1.1%	1,765	615	1,214	116	1,945
4241	Paper and Paper Product Merchant Wholesalers	1.0%	1,663	572	1,119	56	1,748
	All Others	32.8%	54,737	18,552	36,682	658	55,891

Source: JobsEQ®

Data as of 2022Q4 except wages which are as of 2021. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

Note: Figures may not sum due to rounding.

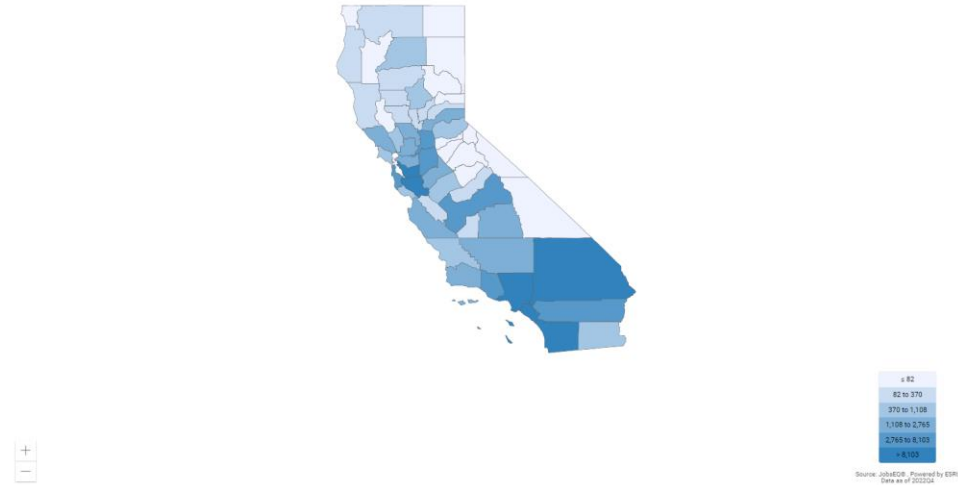
Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Geographic Distribution

The map below illustrates the county-level distribution of employed workers in California in occupations linked to Fashion Merchandising. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to Fashion Merchandising

export



## Top Counties with Employment Linked to Fashion Merchandising, 2022Q4

Region	Employment
Los Angeles County, California	46,665
Orange County, California	17,932
San Diego County, California	11,761
San Bernardino County, California	9,287
Santa Clara County, California	9,133
Alameda County, California	8,103
Riverside County, California	6,881
Sacramento County, California	4,356
San Francisco County, California	3,701
Fresno County, California	3,610

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4.



# Demographic Profile

The population in California was 39,346,023 per American Community Survey data for 2016-2020.

Of individuals 25 to 64 in California, 35.4% have a bachelor's degree or higher which compares with 34.3% in the nation. Per American Community Survey 2016-2020 estimates, the region has about 576,714 students enrolled in grade 12.

## Summary<sup>1</sup>

	Percent		Value	
	California	USA	California	USA
<b>Demographics</b>				
Population (ACS)	—	—	39,346,023	326,569,308
Male	49.7%	49.2%	19,562,882	160,818,530
Female	50.3%	50.8%	19,783,141	165,750,778
Median Age <sup>2</sup>	—	—	36.7	38.2
Under 18 Years	22.8%	22.4%	8,956,641	73,296,738
18 to 24 Years	9.5%	9.3%	3,724,239	30,435,736
25 to 34 Years	15.3%	13.9%	6,007,913	45,485,165
35 to 44 Years	13.3%	12.7%	5,233,903	41,346,677
45 to 54 Years	12.8%	12.7%	5,039,155	41,540,736
55 to 64 Years	12.0%	12.9%	4,739,675	42,101,439
65 to 74 Years	8.3%	9.4%	3,270,380	30,547,950
<b>Population Growth</b>				
Population (Pop Estimates) <sup>4</sup>	—	—	39,029,342	333,287,557
Population Annual Average Growth <sup>4</sup>	0.3%	0.6%	108,479	1,940,990
People per Square Mile	—	—	250.4	94.3
<b>Educational Attainment, Age 25-64</b>				
No High School Diploma	15.2%	10.5%	3,199,850	17,929,220
High School Graduate	20.4%	25.4%	4,282,776	43,289,555
Some College, No Degree	21.0%	20.5%	4,412,172	34,959,338
Associate's Degree	8.0%	9.3%	1,678,082	15,776,790
Bachelor's Degree	22.6%	21.6%	4,741,354	36,888,244
Postgraduate Degree	12.9%	12.7%	2,706,412	21,630,870
<b>Social</b>				
Poverty Level (of all people)	12.6%	12.8%	4,853,434	40,910,326
Households Receiving Food Stamps/SNAP	9.0%	11.4%	1,183,873	13,892,407
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	576,714	4,358,865
Disconnected Youth <sup>3</sup>	1.9%	2.5%	38,451	433,164
Children in Single Parent Families (% of all children)	32.8%	34.0%	2,796,858	23,628,508
Uninsured	7.2%	8.7%	2,806,173	28,058,903
Speak English Less Than Very Well (population 5 yrs and over)	17.4%	8.2%	6,432,102	25,312,024

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2020, unless noted otherwise

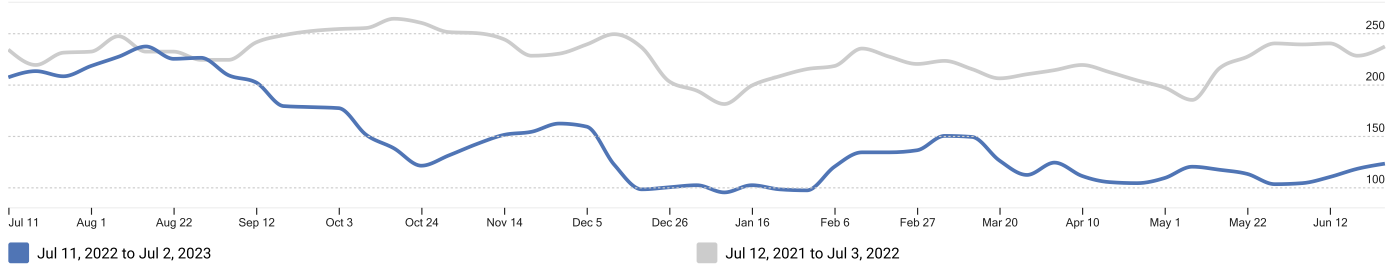
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

# RTI (Job Postings)

Active Job Ads by Date



## Occupations

SOC	Occupation	Active Job Ads
13- 1022.00	Wholesale and Retail Buyers, Except Farm Products	635
41- 4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	456

## Locations

Location	Active Job Ads
Los Angeles, California	37
San Francisco, California	20
94102	19
94111	17
95354	15
Anaheim, California	12
Santa Fe Springs, CA 90670	12
Manhattan Beach, California 90266	11
San Diego, California	11
City Of Industry, California	10

## Employers

Employer Name	Active Job Ads	
SYSCO	321	
Pepsi Co	59	
Sonic Automotive	27	
Williams-Sonoma Inc.	26	
Crossroads Trading Co. Inc.	24	
PepsiCo Inc.	21	
Forever 21	13	
Robert Half	12	
Lithia Motors	11	
Skechers	11	

## Certifications

Certificate Name	Active Job Ads	
Certified Appraisal Reviewer (CAR)	3	
Certified Outsourcing Professional (COP)	2	
Driver's License	2	
Certified Manager of Community Associations (CMCA)	1	
Series 3	1	

### Hard Skills

Skill Name	Active Job Ads	
Sales	367	
Personal Computers (PC)	343	
Hospitality	323	
Restaurant Management	318	
Microsoft Office	291	
Purchasing	282	
Microsoft Excel	245	
Microsoft Outlook	210	
Marketing	180	
Outside Sales	177	

### Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	896	
Interpersonal Relationships/Maintain Relationships	449	
Adaptability/Flexibility/Tolerance of Change and Uncertainty	391	
Cooperative/Team Player	355	
Work Ethic/Hard Working	342	
Negotiation	254	
Customer Service	251	
Organization	207	
Analytical	193	
Detail Oriented/Meticulous	185	

### Job Titles

Job Title	Active Job Ads	
Sales Representative	119	
Buyer	77	
Sales Consultant	41	
Assistant Buyer	36	
Outside Sales Representative	29	
Sales Rep - Relief Large Grocery/Mass Merch	25	
Used Car Manager	18	
Sales Rep - Large Grocery / Mass Merchant / Large Format	13	
Used Car Buyer	13	
Sales Rep - Convenience / Gas / Small Format	11	

### Job Types

Type	Active Job Ads	
Full-Time	822	
Permanent	44	
Part-Time	35	
Remote	27	
Temporary (unspecified)	11	
Temporary (short-term)	2	
Temp-to-Hire	1	
Remote Not Indicated	1,064	

### Programs

Program Name	Active Job Ads	
Business	364	
Marketing	342	
Culinary Arts	317	
Hospitality Management	317	
Sales	316	
Business Administration	13	
Merchandising	13	
Logistics	8	
Supply Chain	8	
Fashion	7	

### Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	374	
High school diploma or equivalent	257	
Associate's degree	34	
Master's degree	1	
Unspecified/other	425	

# California Regional Map



# FAQ

## What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## What is the source of the job ads?

Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 07/06/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.

## What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth



demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

### **What is a location quotient?**

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

### **What is NAICS?**

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

#### **About This Report**

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.