



Occupation Report

Sales Representatives, Wholesale and Manufacturing

Sacramento-Roseville-Folsom, CA MSA

A horizontal line with three circular markers. The first marker on the left is blue, the middle one is a darker blue, and the third one on the right is grey.

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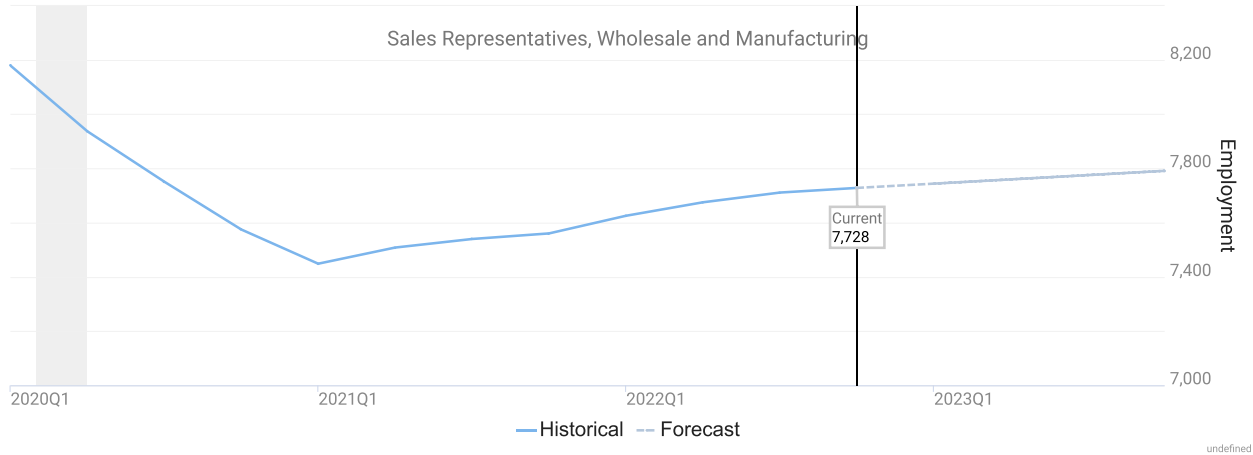
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Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,427	\$82,300	0.68	-233	712	0.8%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	1,302	\$108,500	0.63	-308	147	0.9%
Sales Representatives, Wholesale and Manufacturing	7,728	\$86,700	0.67	-541	859	0.8%




- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

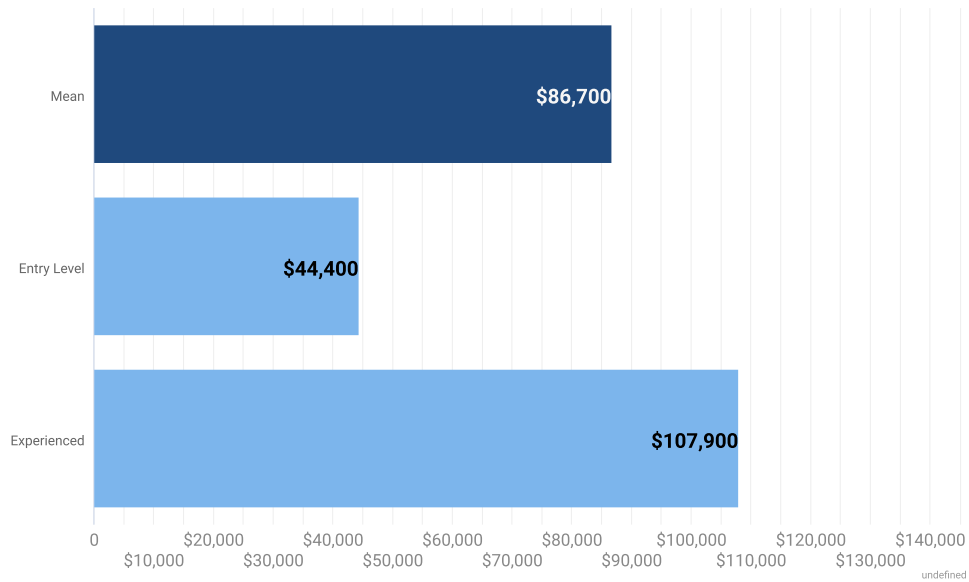
Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Grocery and Related Product Merchant Wholesalers	9.1%	700	728	60	789
Professional and Commercial Equipment and Supplies Merchant Wholesalers	7.3%	567	592	55	647
Wholesale Trade Agents and Brokers	6.8%	522	536	31	568
Machinery, Equipment, and Supplies Merchant Wholesalers	5.9%	453	468	32	499
Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers	4.8%	369	389	43	432
Miscellaneous Durable Goods Merchant Wholesalers	4.2%	325	333	17	350
Lumber and Other Construction Materials Merchant Wholesalers	4.0%	311	325	30	355
Household Appliances and Electrical and Electronic Goods Merchant Wholesalers	3.4%	261	273	26	299
Miscellaneous Nondurable Goods Merchant Wholesalers	3.0%	231	235	9	244
Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers	2.7%	212	222	20	242
Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers	2.3%	177	184	14	198
Computer and Peripheral Equipment Manufacturing	2.1%	161	168	14	182
Management of Companies and Enterprises	1.9%	149	155	13	168
Beverage Manufacturing	1.8%	143	148	13	161
Building Material and Supplies Dealers	1.8%	140	146	13	158
Drugs and Druggists' Sundries Merchant Wholesalers	1.6%	123	128	10	138
Computer Systems Design and Related Services	1.5%	116	127	24	151
Petroleum and Petroleum Products Merchant Wholesalers	1.4%	112	116	10	126
Printing and Related Support Activities	1.2%	95	85	-18	67
Scientific Research and Development Services	1.1%	88	93	13	106
All Others	32.0%	2,475	2,577	224	2,801

 The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

 “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

Wages

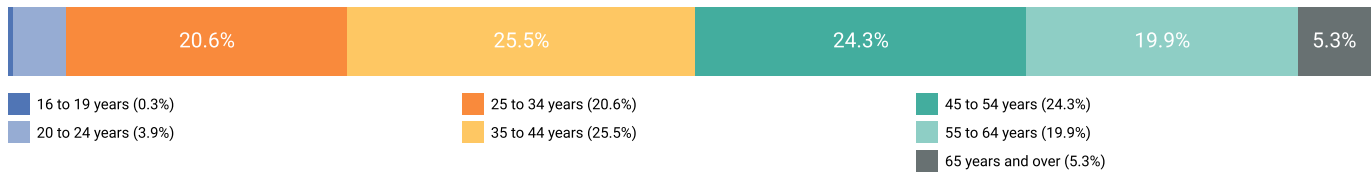


Occupation	Mean	Median	Entry Level	Experienced
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$108,500	\$100,800	\$56,300	\$134,600
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$82,300	\$67,300	\$43,100	\$102,000

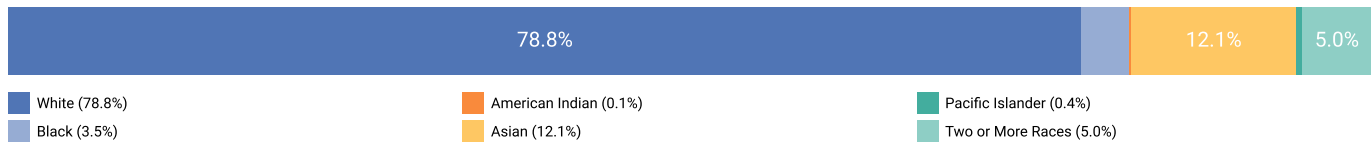
- Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

Occupation Demographics

Age



Race



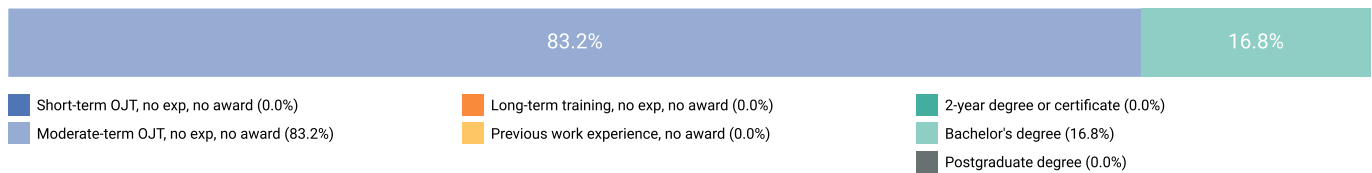
Ethnicity



Gender

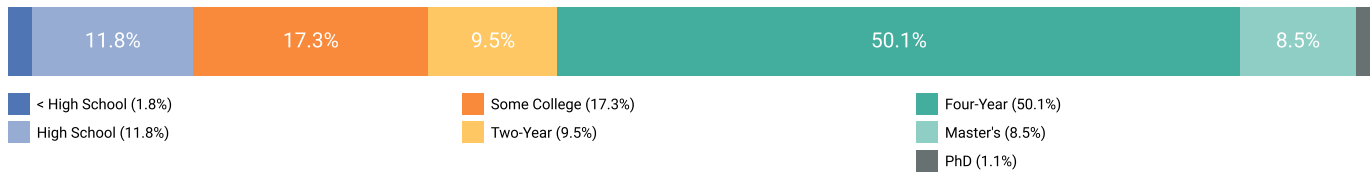


Education and Training Requirements



Education Profile

Educational Attainment





Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent	None	Moderate-term on-the-job training
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Bachelor's degree	None	Moderate-term on-the-job training

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

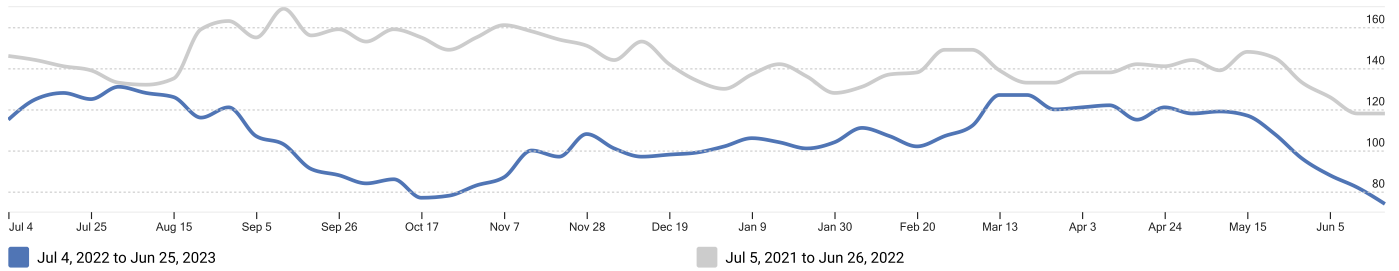
Postsecondary Programs Linked to Sales Representatives, Wholesale and Manufacturing

Program	Awards
American River College	
Sales, Distribution, and Marketing Operations, General	7
Cosumnes River College	
Sales, Distribution, and Marketing Operations, General	5
Folsom Lake College	
Sales, Distribution, and Marketing Operations, General	0
Lake Tahoe Community College	
Sales, Distribution, and Marketing Operations, General	1
Sacramento City College	
Sales, Distribution, and Marketing Operations, General	4
Sierra College	
Sales, Distribution, and Marketing Operations, General	15

-  The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.
-  Among postsecondary programs at schools located in the Sacramento-Roseville-Folsom, CA MSA, the sampling above identifies those most linked to Sales Representatives, Wholesale and Manufacturing. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

RTI (Job Postings)

Active Job Ads by Date



 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads
41-4011.00	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	550
41-4011.07	Solar Sales Representatives and Assessors	47
41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	46

Locations

Location	Active Job Ads
Sacramento, California	292
95814	18
Remote in Sacramento, CA	15
Sacramento, CA 95814	13
Roseville, California	12
Sacramento, CA, 94203, US	12
Sacramento, CA 94278	10
Rocklin, California	8
Sacramento, CA 94203 (Alkali Flat area)	7
Sacramento, CA 95831	6

Employers

Employer Name	Active Job Ads
SYSCO	28
Syneos Health	19
gpac	17
Johnson & Johnson	16
Medtronic	15
Medical Sales College	12
stryker	12
Thermo Fisher Scientific	10
Boston Scientific	9
FlowerHire	7


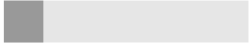
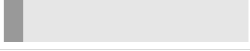
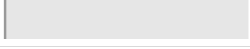

Hard Skills

Skill Name	Active Job Ads	
Sales	337	
Microsoft Office	126	
Customer Relationship Management (CRM)	119	
Microsoft Excel	95	
Microsoft Outlook	68	
Microsoft PowerPoint	64	
Outside Sales	63	
Presentation	63	
Business-to-Business (B2B) Sales	56	
Salesforce	54	

Job Titles

Job Title	Active Job Ads	
Territory Manager	25	
Sales Representative	23	
Medical Device Sales - Paid Internship	12	
Technical Sales Representative	9	
Territory Sales Representative	9	
Account Manager PC	7	
Solar Sales Consultant	7	
Pharmaceutical Sales Representative	6	
Medical Device Sales Representative	4	
Sales Consultant	4	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	364	
High school diploma or equivalent	59	
Associate's degree	29	
Master's degree	4	
Unspecified/other	187	

Programs

Program Name	Active Job Ads	
Business	81	
Marketing	45	
Sales	34	
Culinary Arts	28	
Hospitality Management	28	
Business Administration	20	
Engineering	19	
Biology	15	
Science	15	
Life Science	13	

Top Skill and Certification Gaps

Top 10 Skill Gaps in Sacramento-Roseville-Folsom, CA MSA

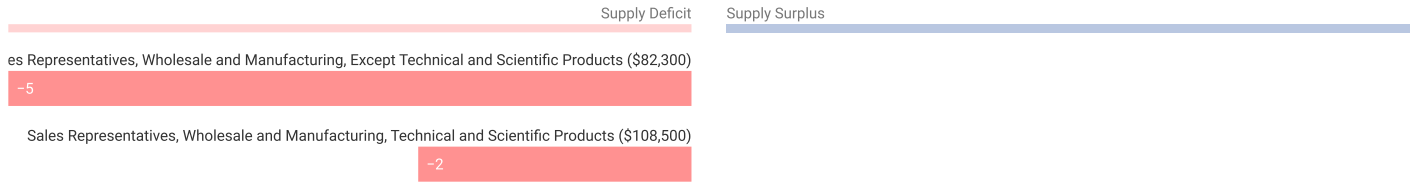
Name	Candidates	Openings	Gap
Sales	379	597	-218
Microsoft Excel	19	56	-37
Retail Sales	34	61	-27
Spanish	14	35	-21
Microsoft Office	27	47	-20
Inventory Control	0	13	-12
Salesforce	8	20	-12
Statistics	0	12	-12
Direct Sales	8	15	-7
Teaching/Training, Job	7	13	-7



Top 10 Certification Gaps in Sacramento-Roseville-Folsom, CA MSA

Name	Candidates	Openings	Gap
Interventional Cardiology	0	1	0
Vascular Surgery	0	1	0
Certified Surgical Technologist (CST)	5	1	4

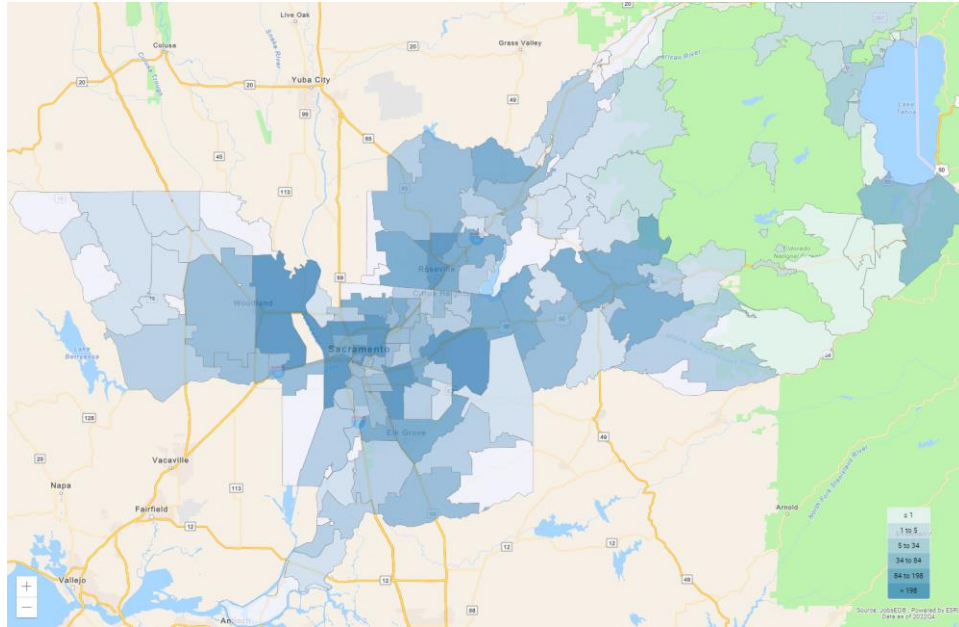
 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

Occupation Gaps



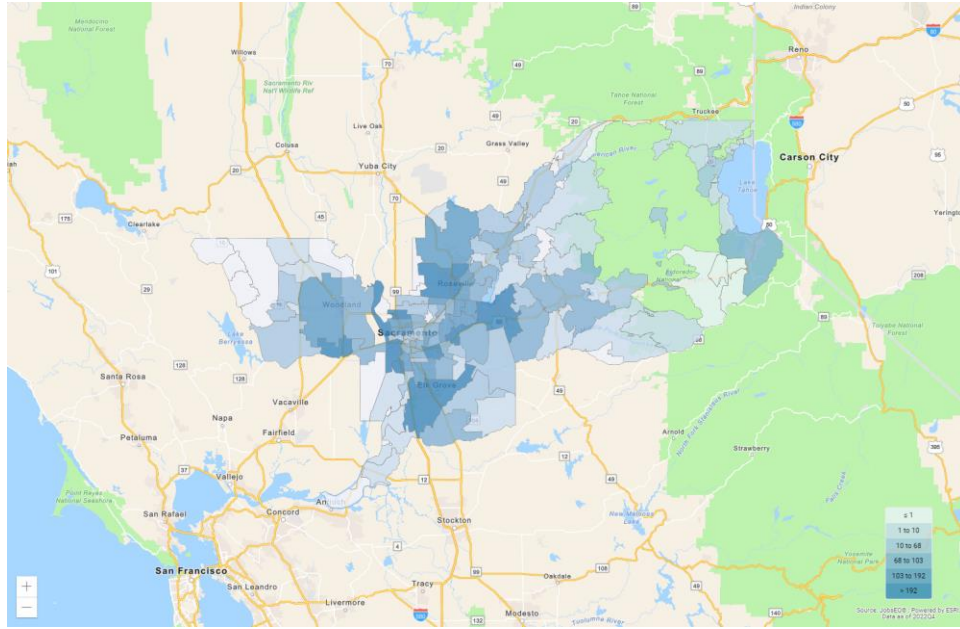
-  The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.
-  The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

Geographic Distribution



Top ZCTAs by Place of Work for Sales Representatives, Wholesale and Manufacturing, 2022Q4

Region	Employment
ZCTA 95691	584
ZCTA 95834	465
ZCTA 95828	449
ZCTA 95742	375
ZCTA 95826	349
ZCTA 95765	324
ZCTA 95838	317
ZCTA 95670	253
ZCTA 95776	237
ZCTA 95678	222



Top ZCTAs by Place of Residence for Sales Representatives, Wholesale and Manufacturing, 2022Q4

Region	Employment
ZCTA 95747	393
ZCTA 95630	301
ZCTA 95691	282
ZCTA 95765	253
ZCTA 95758	232
ZCTA 95678	232
ZCTA 95757	218
ZCTA 95831	214
ZCTA 95624	213
ZCTA 95762	200

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

Sacramento-Roseville-Folsom, CA MSA Regional Map



Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- 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 06/29/2023 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.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

Region Definition

Sacramento-Roseville-Folsom, CA MSA is defined as the following counties:

El Dorado County, California

Placer County, California

Sacramento County, California

Yolo County, California

FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) 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 annual demand?

Annual demand is a of the sum of the annual projected growth demand and 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. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.