



Retail Workforce Profile

Prepared by Carol Campbell

STDBonline office
5956 Sherry Ln
Dallas, TX 75225

Site Type: Radius

Latitude: 32.86198
Longitude: -96.809832
Radius: 3.0 mile

2007 Industry Employment

	Number	Percent
Total Industry Employment	114,871	
Retail Trade	10,818	9.4

2006 Wage (*See Data Note)

	Amount	Percent of US
Industry Average Weekly Wage	\$1,006	1.22%
Industry Average Annual Pay	\$52,304	
Retail Average Weekly Wage	\$600	1.21%
Retail Average Annual Pay	\$31,214	

2007 Workforce Preparation Indicator™

	Number	Percent	Workforce Preparation Index™
Unclassified Skill Employment	7,506		
Workforce Preparation	54,175	50.5%	1.11

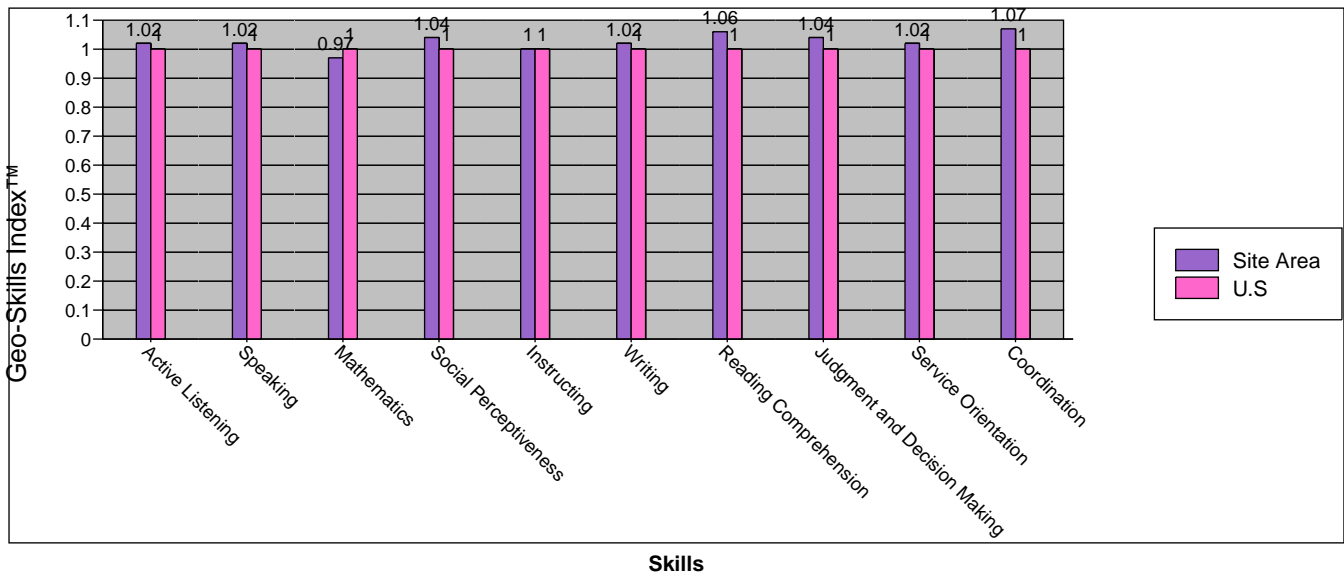
2007 Geo-Skills Indicator™

	Number	Percent	Geo-Skills Index™
Unclassified Skill Employment	7,506		

Top Retail Skills

Skill	Number	Percent	Geo-Skills Index™
Active Listening	103,322	96.2%	1.02
Speaking	83,319	77.6%	1.02
Mathematics	76,156	70.9%	0.97
Social Perceptiveness	63,903	59.5%	1.04
Instructing	61,878	57.6%	1.00
Writing	93,769	87.3%	1.02
Reading Comprehension	63,766	59.4%	1.06
Judgment and Decision Making	77,638	72.3%	1.04
Service Orientation	99,078	92.3%	1.02
Coordination	74,603	69.5%	1.07

2007 Top Retail Skills



Data Note: The Workforce Preparation Index™ (WFPI) and Geo-Skill Index™ (GSI) indicate concentration relative to a national average of 1.00. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

Source: Workforce Strategies, Inc., US Bureau of Labor Statistics, US Census Bureau, O*NET® data 11.0.



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2004 Poverty (*See Data Note)

	Number	Percent
Poverty Estimate(All Ages)	385,990	17%

2007 Occupation Employment

	Number
Unclassified Occupation Employment	2,362

2007 Employment in 22 Major Occupation Categories

	Number	Percent	Workforce Occupation Index™
Management occupations	7,037	6.3%	1.10
Business and financial operations occupations	6,671	5.9%	1.43
Computer and mathematical science occupations	3,399	3.0%	1.25
Architecture and engineering occupations	2,290	2.0%	1.17
Life, physical, and social science occupations	1,080	1.0%	1.38
Community and social services occupations	832	0.7%	0.69
Legal occupations	1,444	1.3%	2.03
Education, training, and library occupations	4,631	4.1%	0.87
Arts, design, entertainment, sports, and media occupations	4,133	3.7%	1.49
Healthcare practitioners and technical occupations	5,086	4.5%	0.97
Healthcare support occupations	1,749	1.6%	0.73
Protective service occupations	1,247	1.1%	0.96
Food preparation and serving related occupations	7,120	6.3%	0.95
Building and grounds cleaning and maintenance occupations	3,232	2.9%	0.81
Personal care and service occupations	3,003	2.7%	1.03
Sales and related occupations	12,294	10.9%	1.00
Office and administrative support occupations	24,011	21.3%	1.18
Farming, fishing, and forestry occupations	637	0.6%	0.28
Construction and extraction occupations	4,265	3.8%	0.74
Installation, maintenance, and repair occupations	4,269	3.8%	0.90
Production occupations	7,427	6.6%	0.79
Transportation and material moving occupations	6,653	5.9%	0.86

2007 Retail Occupation Employment

	Number	Percent	Workforce Occupation Index™
Cashiers, except gaming	2,403	2.1%	0.88
Counter and rental clerks	479	0.4%	0.93
First-line supervisors/managers of retail sales workers	928	0.8%	0.96
Parts salespersons	143	0.1%	0.56
Retail salespersons	3,708	3.3%	0.98

Data Note: The Workforce Occupation Index™ (WOI) indicates concentration relative to a national average of 1.00. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

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