

Broward

Retail Industry

2019 Edition



Broward County Retail Industry Cluster

The Retail Industry cluster includes the following 22 detailed industry groups: furniture stores; home furniture stores; electronics and appliance stores; building material and supplies dealers; lawn & garden equipment/supplies stores; grocery stores; specialty food stores; beer, wine, and liquor stores; clothing stores; shoe stores; jewelry, luggage & leather goods stores; sporting goods/musical instrument stores; book, periodical, and music stores; department stores; other general merchandise stores; florists; office supply, stationery & gift stores; used merchandise stores; other miscellaneous store retailers; electronic shopping & mail-order houses, vending machine operators; and direct selling establishments.

- The Broward County Retail Industry cluster had 15,131 establishments and employment of 86,239 in December 2017. Employment was down -264 jobs (-0.3 percent) over the year.
- Broward County's largest industry groups in the Retail Industry cluster in December 2017 were grocery stores (19,816 jobs); department stores (11,281 jobs); and general merchandise stores (10,229 jobs). These three industry groups account for 47.9 percent of retail cluster employment in the county.
- Within the Retail Industry cluster, electronic shopping & mail-order houses (+480 jobs, +16.2 percent); clothing stores (+408 jobs, +4.4 percent); and building material and supplies dealers (+349 jobs, +5.2 percent) gained the most jobs between December 2016 and December 2017.



Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research, Quarterly Census of Employment and Wages Program (QCEW).

Broward County Retail Industry Cluster

- The 2017 average annual wage for workers in the Retail Industry cluster was \$32,391, below the Broward County total average annual wage for all industries (\$51,243) by 36.8 percent. This gap has narrowed since 2016, when the Retail Industry cluster average annual wage was 36.9 percent lower than the average annual wage for all industries.
- The Retail Industry cluster's average annual wage increased less than the average annual wage for all industries over the year. The average annual wage increased by \$1,122 (+3.6 percent); while for all industries it grew by \$1,692 (+3.4 percent).
- Electronic shopping & mail-order houses had the highest 2017 average annual wage of all Retail Industry groups (\$77,689). Shoe stores had the lowest average annual wage of all Retail Industries in 2017 (\$17,513). Two industry groups had average annual wages exceed the wage for all industries in Broward County (\$51,243). Two Retail Industry groups had annual wages greater than \$50,000. Compared to the average annual wage for all industries in 2017, many Retail Industry subsectors had relatively low average annual wages.

All Education and Training Levels

Top Occupations in the Retail Industry Cluster For All Training Levels*							
Broward County							
Occupation Title	Employment		2018-2026 Change		% of Industry Total	2018 Median Hourly Wage	Training Requirement
	2018	2026	Total	Percent			
Total, All Retail Occupations	84,123	89,697	5,574	6.63			
Retail Salespersons	25,231	26,901	1,670	6.62	29.99	11.05	No formal educational credential
Cashiers	13,855	14,021	166	1.20	16.47	9.95	No formal educational credential
Stock Clerks and Order Fillers	10,074	11,094	1,020	10.13	11.98	12.26	High school diploma or equivalent
First-Line Supervisors of Retail Sales Workers	6,048	6,559	511	8.45	7.19	20.39	High school diploma or equivalent
Customer Service Representatives	3,110	3,438	328	10.55	3.70	16.13	High school diploma or equivalent
Packers and Packagers, Hand	2,509	2,349	-160	-6.38	2.98	10.81	No formal educational credential
Laborers and Freight, Stock, and Material Movers, Hand	2,356	2,500	144	6.11	2.80	12.60	No formal educational credential
Food Preparation Workers	1,690	1,934	244	14.44	2.01	10.97	No formal educational credential
Combined Food Preparation and Serving Workers, Including Fast Food	1,155	1,271	116	10.04	1.37	9.24	No formal educational credential
Shipping, Receiving, and Traffic Clerks	880	913	33	3.75	1.05	15.24	High school diploma or equivalent
Butchers and Meat Cutters	842	938	96	11.40	1.00	15.24	No formal educational credential
Bakers	778	869	91	11.70	0.92	14.35	No formal educational credential
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	656	751	95	14.48	0.78	11.27	No formal educational credential
Merchandise Displayers and Window Trimmers	517	526	9	1.74	0.61	11.45	High school diploma or equivalent
Pharmacy Technicians	455	514	59	12.97	0.54	15.62	High school diploma or equivalent

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research, Long Term Projections Program, Forecast to 2026. Forecasts to the year 2026 assume continued economic recovery.

*The top 15 tables reflect the occupations synonymous with the particular industry and best represent the required set of skills.

Though still counted in the total employment of the Retail Industry, the occupations not included above were: First-Line Supervisors of Office and Administrative Support Workers (2018-1,100 jobs), Office Clerks, General (2018-737 jobs), Sales Representatives, Services, All Other (2018-619 jobs), General and Operations Managers (2018-603 jobs), Bookkeeping, Accounting and Auditing Clerks (2018-585 jobs).

Broward County Retail Industry Cluster

- The 15 largest retail occupations represent 83.4 percent of the jobs in the Retail Industry cluster.
- The largest occupation in the Retail Industry cluster in 2016 is retail salespersons, which has an average wage of \$11.05 per hour.
- Average hourly wages among the 15 largest retail occupations range from a high of \$20.39 for first-line supervisors of retail sales workers to a low of \$9.24 for combined food preparation and serving workers (incl. fast food).
- One of the 15 largest occupations has an average wage greater than \$20.00 per hour.
- Fourteen of the 15 largest occupations are projected to increase in employment through 2026.
- Retail salespersons are projected to gain the most jobs (+1,670 jobs), while janitors and cleaners (except maids and housekeeping cleaners) are projected to grow the fastest (+14.48 percent) of the top 15 retail occupations from 2018 to 2026. Of the top 15 occupations, packers and packagers (hand) are projected to lose employment (-160 jobs, -6.38 percent) the most.
- Higher wages are found in occupations with greater training requirements. Six of the 15 largest retail occupations require at least a high school diploma or similar.

Broward County Retail Industry Cluster

Bachelor's Degree or Higher

Top Occupations in the Retail Industry Cluster That Require a Bachelor's Degree or Higher**							
Broward County							
Occupation Title	Employment		2018-2026 Change		% of Industry Total	2018 Median Hourly Wage	Training Requirement
	2018	2026	Total	Percent			
Total, All Retail Occupations	84,123	89,697	5,574	6.63			
General and Operations Managers	603	666	63	10.45	0.72	48.13	Bachelor's Degree
Pharmacists	320	342	22	6.88	0.38	59.91	Doctoral or Professional Degree
Graphic Designers	149	179	30	20.13	0.18	23.19	Bachelor's Degree
Market Research Analysts and Marketing Specialists	106	135	29	27.36	0.13	31.22	Bachelor's Degree
Interior Designers	101	101	0	0.00	0.12	21.84	Bachelor's Degree
Accountants and Auditors	100	121	21	21.00	0.12	29.95	Bachelor's Degree
Wholesale and Retail Buyers, Except Farm Products	91	93	2	2.20	0.11	27.87	Bachelor's Degree
Computer Programmers	66	68	2	3.03	0.08	31.27	Bachelor's Degree
Human Resources Specialists	64	70	6	9.38	0.08	27.29	Bachelor's Degree
Sales Representatives, Wholesale/Manufacturing, Tech./Sci. Products	61	76	15	24.59	0.07	30.05	Bachelor's Degree
Sales Managers	57	65	8	14.04	0.07	56.41	Bachelor's Degree
Public Relations Specialists	50	56	6	12.00	0.06	25.23	Bachelor's Degree
Marketing Managers	36	45	9	25.00	0.04	54.32	Bachelor's Degree
Computer and Information Systems Managers	32	39	7	21.88	0.04	59.74	Bachelor's Degree
Training and Development Specialists	21	23	2	9.52	0.02	27.25	Bachelor's Degree

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research, Long Term Projections Program, forecast to 2026. Forecasts to the year 2026 assume economic recovery.

*The top 15 tables reflect the occupations synonymous with the particular industry and best represent the required set of skills. Though still counted in the total employment of the Retail Industry, the occupations requiring at least a Bachelor's Degree not included above were: Business Operations Specialists, All Other (2018-100 jobs), Computer Occupations, All Other (2018-67 jobs), Managers, All Other (2018-59 jobs), Software Developers, Applications (2018-58 jobs), Cost Estimators (2018-37 jobs), Purchasing Agents, Except Wholesale, Retail and Farm Products (2018-33 jobs).

- Approximately 2.2 percent of the jobs in retail occupations are concentrated in the 15 high skill retail occupations in this industry.
- Average hourly wages for the top 15 high skill retail occupations range from a high of \$59.91 for pharmacists to a low of \$21.84 for interior designers.
- All 15 of the largest high skill retail occupations have an average hourly wage greater than \$20.00.
- Fourteen of the top 15 high skill retail occupations are projected to gain employment through 2026.
- General and operations managers are projected to gain the most jobs (+63 jobs) and market research analysts and marketing specialists are projected to grow the fastest (+27.36 percent) of the top 15 high skill retail occupations from 2018 to 2026. Interior designers are projected to remain unchanged from 2018 to 2026.