



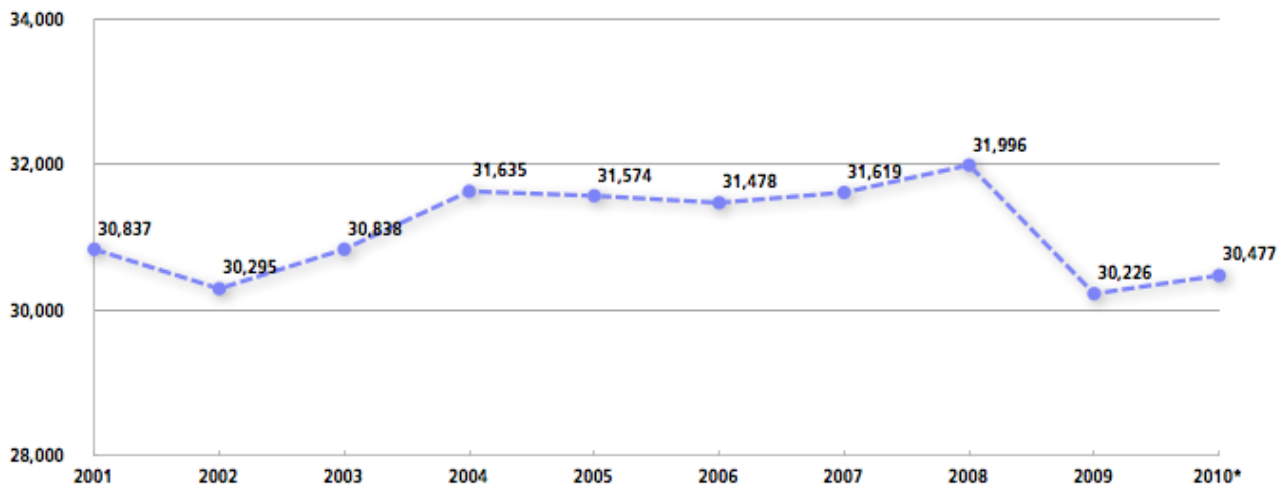
Retail Trade

Retail is one of the larger industries in Boston, making up 4.7% of total employment in Boston in 2010. This ranks retail 8th amongst the 20 major industrial sectors identified by the Bureau of Labor Statistics (BLS)¹. The retail trade industry includes business activities such as food and beverage stores, clothing and clothing accessories stores, and on-line or mail order retailers.

Employment

Today, Boston's retail trade industry employs nearly 30,500 people. Overall, the industry employment has remained steady over the last decade. Since 2001, the retail trade industry in Boston has decreased by less than 2%. This industry was moderately affected by the 2008 economic recession. The number of retail jobs dipped by about 1,800 immediately after 2008—a 5.5% decline—but showed signs of improvement in 2010, gaining 250 jobs.

Number of Retail Trade Jobs



Source: Massachusetts Department of Workforce Development, US Bureau of Economic Analysis, Boston Redevelopment Authority (BRA) Research Division Analysis.

*2010 employment data is a preliminary estimate based on 2010 annual data from DWD and 2009 BEA data.

The largest occupations in the retail trade industry in Boston include retail salespersons, cashiers, stock clerks and order fillers. Below is a list of the top ten retail trade occupations in Boston by employment. These ten occupations make up approximately 72% of the retail trade industry.

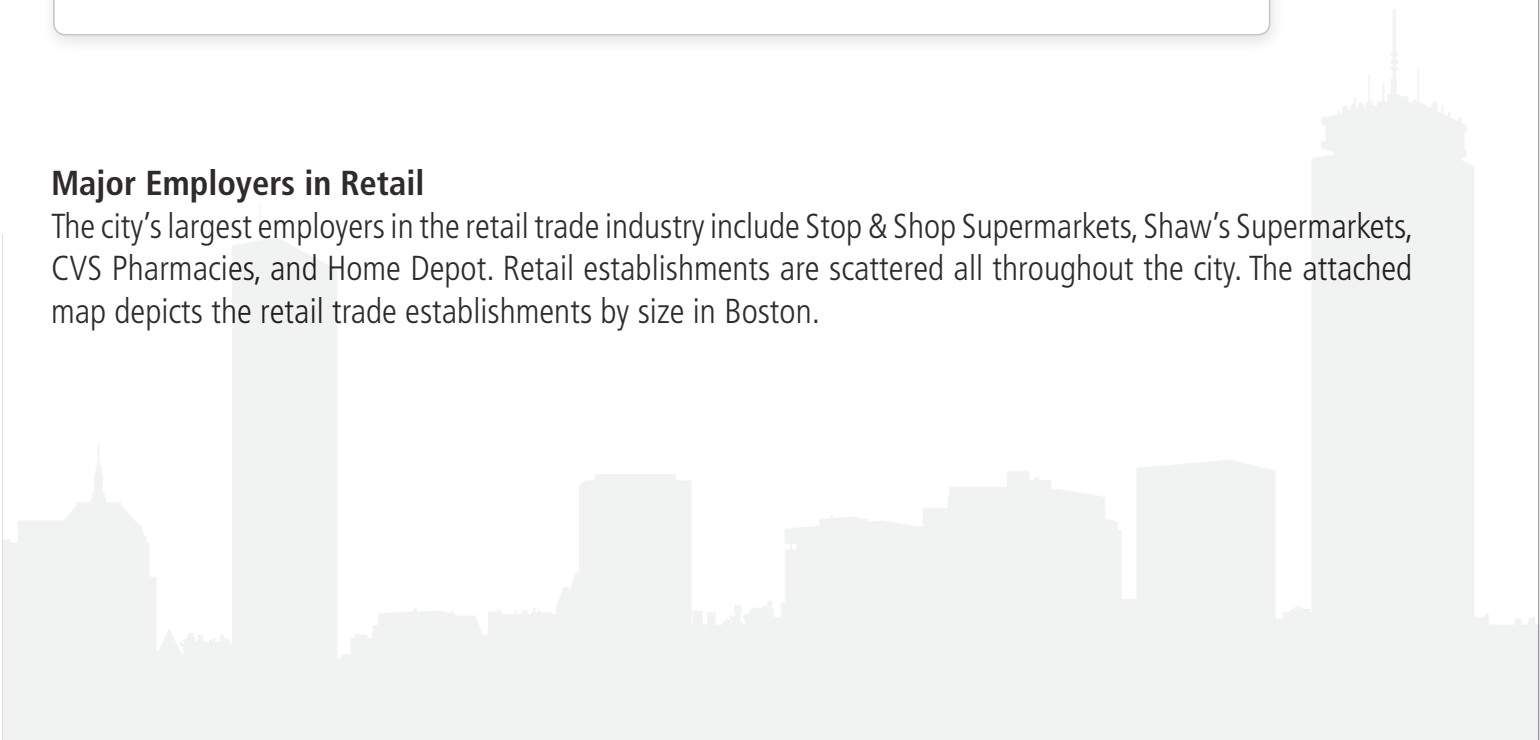
Top Ten Retail Occupations by Employment

<u>Job Title:</u>	<u>Total</u>
Retail Salespersons	8,648
Cashiers	5,542
Stock Clerks and Order Fillers	2,189
First-Line Supervisors/Managers of Retail Sales Workers	1,941
Automotive Service Technicians and Mechanics	694
Food Preparation Workers.....	665
Packers and Packagers, Hand	586
Laborers and Freight, Stock, and Material Movers.....	571
Customer Service Representatives	534
Pharmacy Technicians	446

Source: Labor Market Assessment Tool 2.0, (BRA) Research Division Analysis.

Major Employers in Retail

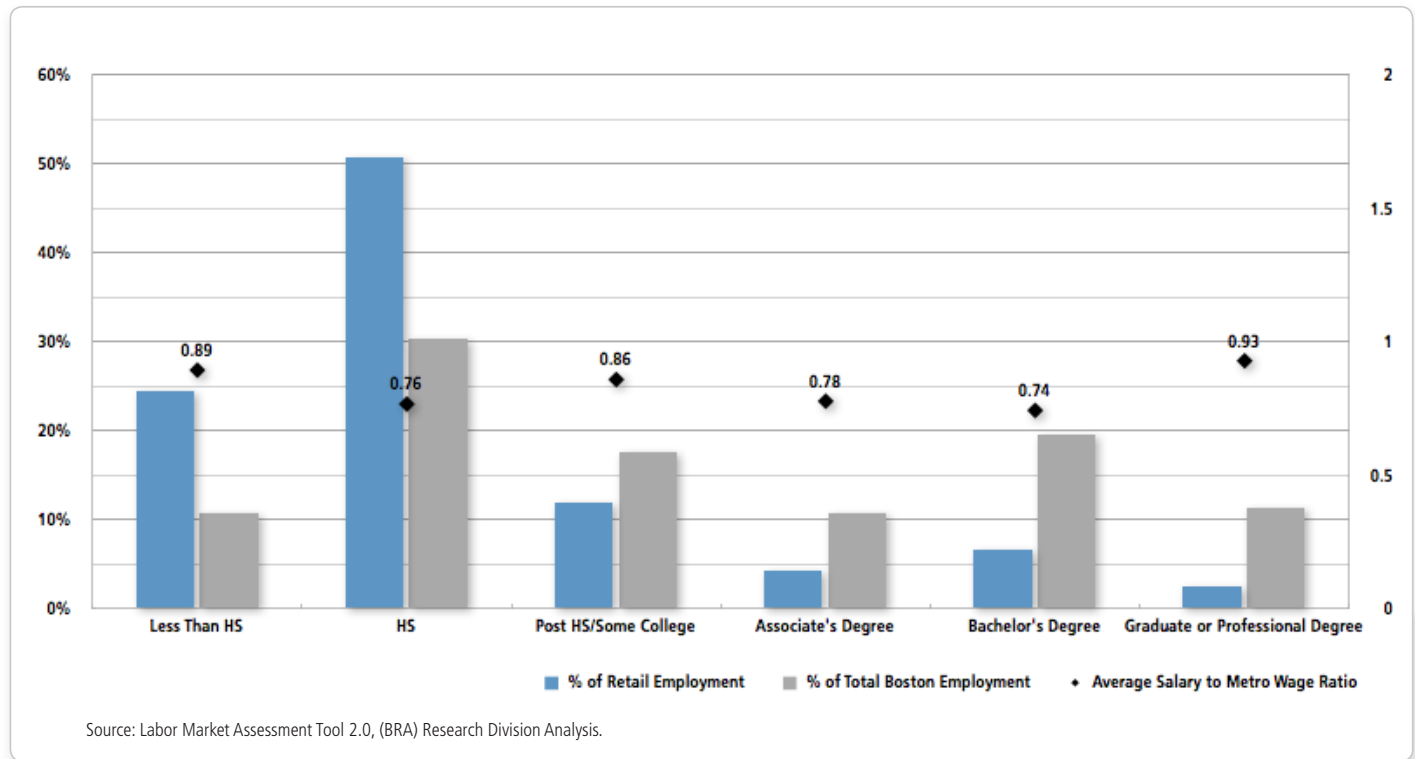
The city's largest employers in the retail trade industry include Stop & Shop Supermarkets, Shaw's Supermarkets, CVS Pharmacies, and Home Depot. Retail establishments are scattered all throughout the city. The attached map depicts the retail trade establishments by size in Boston.



Education, Skill Requirements, and Wages

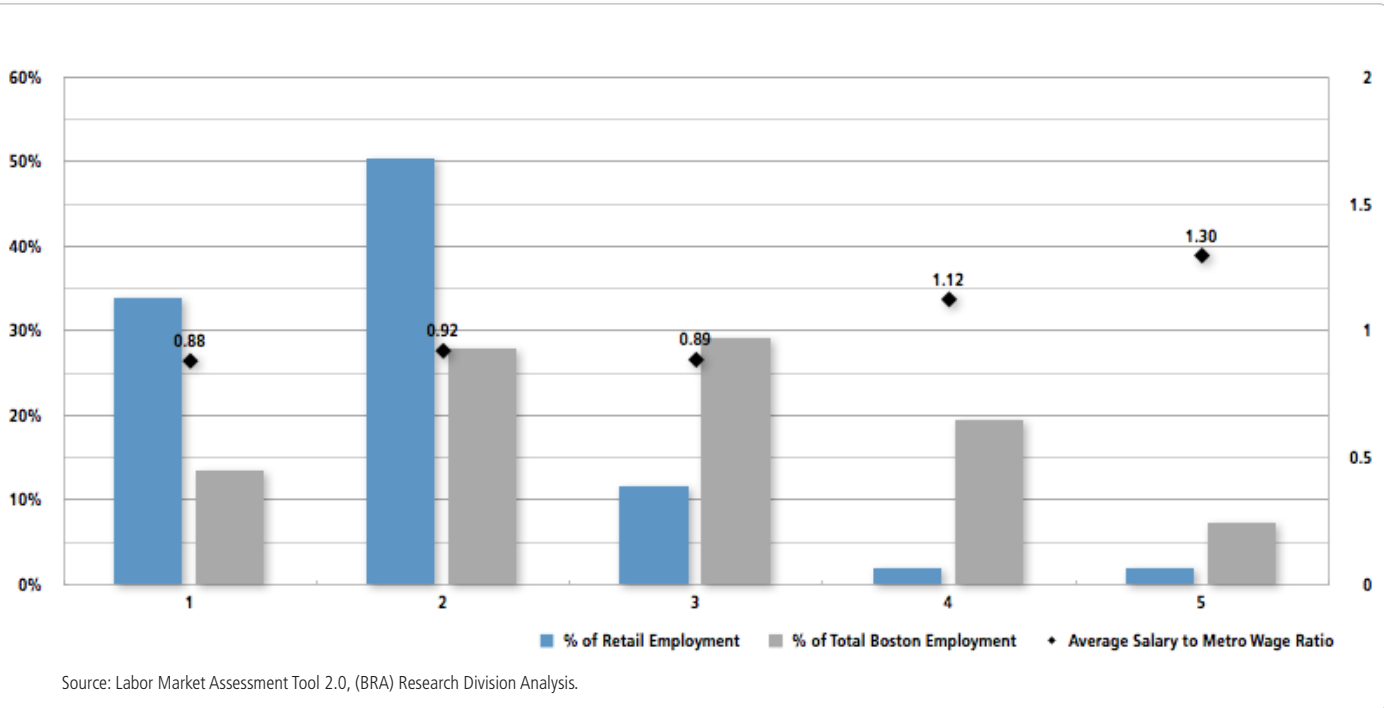
Overall, the educational requirements for the retail industry are low. Over 86% of jobs in retail require some college or less. This is higher than Boston as a whole, where approximately 58% of jobs require some college or less. The Industry-to-Metro wage ratio shows how wages by educational requirement look different between an industry and the Metro Boston average for the same education level. In general, the average wages for jobs in retail trade are lower than all jobs in the region by educational requirement.

Education Requirements and Wages



The Boston Redevelopment Authority’s Labor Market Assessment Tool (LMAT)² also has different measures for job training, called job zones. The lower the job zone number, the less training, education, and previous work experience needed to perform the job. Overall, close to 95% of jobs in retail are in job zones 1, 2, and 3. This indicates the industry overall requires very modest skills. Most occupations in retail require little to some preparation, such as a high school diploma and previous retail-related skills.

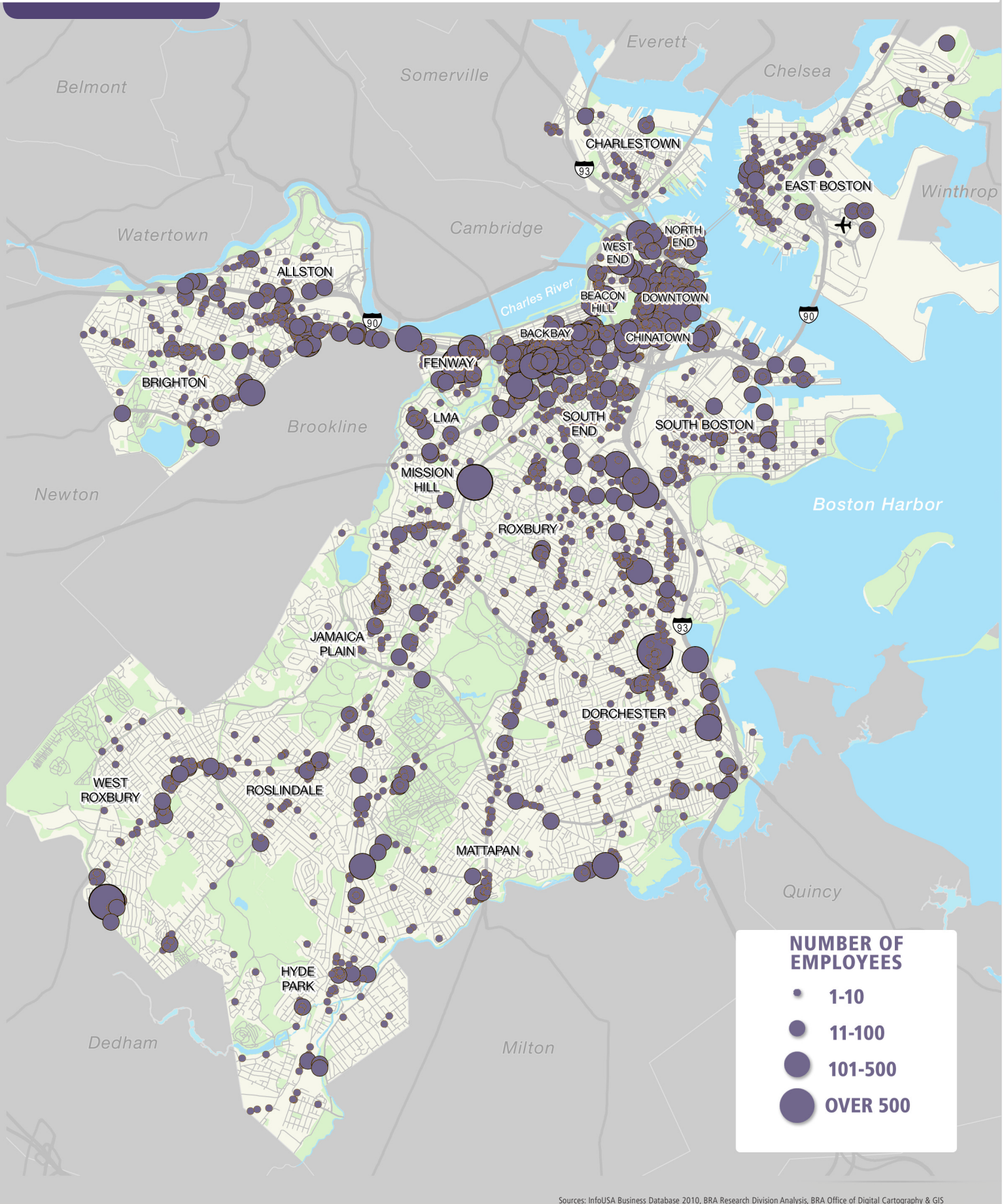
Job Zones and Wages



Sector Trends

A location quotient (LQ) is used to assess the degree of regional specialization in an industry as compared to the national average. An LQ of “1” indicates an industry is concentrated in a region’s economy in a proportion similar to the US overall. An LQ over “1” indicates that the industry is an area of concentration for the region. With a location quotient of 0.45, the retail trade industry accounts for a smaller proportion of total jobs in Boston than at the national level.

In the coming years, employment in the retail trade industry in Boston is not expected to change a great deal. Using New England Economic Partnership (NEEP) projections, we estimate the retail trade industry to grow by 2.2 %—or 655 jobs—by 2015³. This change would account for 1.5% of the city’s total employment change during the 5-year period.



Sources: InfoUSA Business Database 2010, BRA Research Division Analysis, BRA Office of Digital Cartography & GIS

City of Boston - Industry Profiles

Rank Industry:	# OF EMPLOYEES	CHANGE IN JOBS 2001-2010	% OF TOTAL EMPLOYMENT	LOCATION QUOTIENT	AVERAGE WAGES	JOBS ADDED BY 2015
1. Health Care and Social Assistance Industry	122,532	26,390	18.5%	1.67	\$67,333	13,117
2. Public Administration	78,354	(11,619)	11.8%	0.84	\$66,111	2,911
<i>State Government</i>	39,185	12,474	5.9%	1.95	-	1,456
<i>Local Government</i>	22,983	(19,428)	3.5%	0.42	-	854
<i>Federal Government</i>	16,184	1,354	2.4%	1.48	-	601
3. Finance and Insurance Industry	78,407	(5,993)	11.8%	2.28	\$170,624	1,695
4. Professional, Scientific and Technical Services Industry	73,897	1,692	11.2%	1.62	\$108,504	7,550
5. Educational Services Industry	50,247	6,585	7.6%	3.28	\$64,627	5,376
6. Accommodation and Food Services Industry	49,577	6,143	7.5%	1.06	\$25,956	4,622
7. Administrative and Support and Waste Management Remediation Services Industry	32,124	(7,675)	4.9%	1.01	\$46,005	3,286
8. Retail Trade Industry	30,477	(360)	4.6%	0.45	\$30,664	655
9. Other Services (except Public Administration)	29,279	2,967	4.4%	0.89	\$37,933	1,264
10. Real Estate and Rental and Leasing Industry	21,382	2,227	3.2%	0.75	\$80,999	465
11. Transportation and Warehousing Industry	18,537	(5,893)	2.8%	0.88	\$49,115	(426)
12. Information Industry	16,407	(5,844)	2.5%	1.28	\$88,463	1,583
13. Arts, Entertainment, and Recreation Industry	14,712	2,452	2.2%	1.00	\$79,502	1,383
14. Construction Industry	13,864	(5,794)	2.1%	0.41	\$90,825	28
15. Manufacturing Industry	9,545	(8,596)	1.4%	0.20	\$73,448	175
16. Wholesale Trade Industry	9,256	(1,672)	1.4%	0.41	\$79,231	283
17. Management of Companies and Enterprises	6,243	(4,022)	0.9%	0.86	\$122,906	643
18. Utilities Industry	2,441	(249)	0.4%	-	\$102,170	63
19. Agriculture, Forestry, Fishing and Hunting and Mining	180	(1)	0.0%	-	\$51,720	26
Total	657,461	(9,262)	99.3%	-	\$78,375	47,610

- Projections for 2010-2015 are based upon the New England Economic Partnership (NEEP) May 2011 forecast.
- 2010 employment data is a preliminary estimate based on 2010 annual data from DWD and 2009 BEA data.
- Because of low employment, Agriculture and Mining were combined for this table.

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