



Interior Design and Merchandising (TOP: 1302.00)

October 2020

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Interior Design and Merchandising. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, **the number of jobs related to Interior Design and Merchandising are expected remain steady** for Commercial and Industrial Designers, Merchandise Displayers and Window Trimmers, Set and Exhibit Designers, and Designers, All Other and **to decrease** for Floral Designers.
- Interior Design and Merchandising is anticipated to experience a **low risk of automation** for all five related occupations.
- In 2019 there were 191 regional completions in programs related to the occupations identified as related to Interior Design and Merchandising and 227 openings, indicating an **undersupply**.
- Typical entry-level education is a **high school diploma or equivalent** for Floral Designers and Merchandise Displayers and Window Trimmers and a **Bachelor's degree** for Commercial and Industrial Designers, Set and Exhibit Designers, and Designers, All Other.
- Completers of regional Interior Design and Merchandising programs from the 2017-2018 academic year had a **median annual wage upon completion of \$24,668**.
- 54% of students are **employed within a year** after completing a program.
- 31% of students **attained a living wage** within a year of completion.
- +35% **change in earnings** for completers.
- 73% of students were **part time**, 11% **skill builders**, 32% **first-generation**, and 78% **economically disadvantaged**.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are five occupations in the standard occupational classification (SOC) system that were identified as related to Interior Design and Merchandising for this analysis. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
27-1021	Commercial and Industrial Designers	Develop and design manufactured products, such as cars, home appliances, and children's toys. Combine artistic talent with research on product use, marketing, and materials to create the most functional and appealing product design.	Design Engineer, Designer, Industrial Designer, Mechanical Designer, Mold Designer, Product Design Engineer, Product Designer, Product Development Engineer, Product Engineer, Sign Designer
27-1023	Floral Designers	Design, cut, and arrange live, dried, or artificial flowers and foliage.	Design Manager, Designer, Floral Artist, Floral Clerk, Floral Department Specialist, Floral Designer, Floral Manager, Florist, Flower Shop Laborer/Designer, Wedding Decorator
27-1026	Merchandise Displayers and Window Trimmers	Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.	Decorator, Display Associate, Display Decorator, Display Specialist, In-Store Marketing Associate, Merchandiser, Visual Manager, Visual Merchandiser (VM), Visual Merchandising Manager, Visual Merchandising Specialist
27-1027	Set and Exhibit Designers	Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.	Design Chief, Designer, Display Coordinator, Exhibit Designer, Exhibit Preparator, Production Designer, Scenic Designer, Set Decorator, Set Designer, Show Design Supervisor
27-1029	Designers, All Other	All designers not listed separately.	--

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Interior Design and Merchandising are expected remain steady for Commercial and Industrial Designers, Merchandise Displayers and Window Trimmers, Set and Exhibit Designers, and Designers, All Other and to decrease for Floral Designers.

Exhibit 2 – Five-year projections for Interior Design and Merchandising in the South Central Coast region

SOC	Occupation	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change
27-1021	Commercial and Industrial Designers	189	197	8	4%
27-1023	Floral Designers	391	372	-19	-5%
27-1026	Merchandise Displayers and Window Trimmers	739	752	13	2%
27-1027	Set and Exhibit Designers	267	274	7	3%
27-1029	Designers, All Other	500	507	7	1%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupations is \$16.39 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment. *Was missing from last few reports.

Exhibit 3 – Earnings for Interior Design and Merchandising in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-1021	Commercial and Industrial Design	\$13.89	\$24.88	\$38.13
27-1023	Floral Designers	\$12.97	\$15.71	\$21.47
27-1026	Merchandise Displayers and Window Trimmers	\$12.61	\$14.75	\$17.86
27-1027	Set and Exhibit Designers	\$12.00	\$20.17	\$37.68
27-1029	Designers, All Other	\$12.03	\$22.81	\$43.18

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for Interior Designers and what they are looking for in potential candidates. To identify job postings related to Interior Design and Merchandising the following standard occupational classifications were used:

27-1021	Commercial and Industrial Designers
27-1023	Floral Designers
27-1026	Merchandise Displayers and Window Trimmers
27-1027	Set and Exhibit Designers
27-1029	Designers, All Other

Top Occupations

In 2019, there were 388 employer postings for the occupations related to Interior Design and Merchandising.

Exhibit 4 – Top occupations in job postings and risk of automation tables

SOC Code	Occupation	Job Postings, Full Year 2019
27-1026	Merchandise Displayers and Window Trimmers	1,400
27-1021	Commercial and Industrial Designers	191
27-1029	Designers, All Other	85
27-1023	Floral Designers	5
27-1027	Set and Exhibit Designers	0

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
27-1026	Merchandise Displayers and Window Trimmers	Low
27-1021	Commercial and Industrial Designers	Low
27-1029	Designers, All Other	Low
27-1023	Floral Designers	Low
27-1027	Set and Exhibit Designers	Low

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Interior Design and Merchandising are listed in Exhibit 5. Merchandiser is mentioned as the job title in 12% of all relevant job postings (201 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2019
Merchandiser	201
Retail Merchandiser	171
Merchandise Associate	57
Product Engineer	33
Crossmark Walmart Retail Merchandiser	27

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Interior Design and Merchandising field. The top employer posting job ads was TJX Companies Inc. The top worksite cities in the region for these occupations were Thousand Oaks, Ventura, Oxnard, Santa Maria, and Santa Clarita.

Exhibit 6 – Top employers (n=1,472)

Employer	Job Postings, Full Year 2019
TJX Companies, Inc	85
Crossmark	69
Advantage Sales & Marketing	60
Macy's	53
American Greetings Corporation Inc	43

Source: Labor Insight/Jobs (Burning Glass)

Skills

Merchandising is the most sought after skill for employers hiring for jobs related Interior Design and Merchandising.

Exhibit 7 –Job skills (n=1,550)

Skills	Job Postings, Full Year 2019
Merchandising	1,231
Retail Industry Knowledge	660
Customer Service	422
Scheduling	363
Sales	361
Store Management	247
Lifting Ability	225

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with most Interior Design and Merchandising postings in the South Central Coast. Note: 14% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries employing the most in the Interior Design and Merchandising field, 2019

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Retail Trade	531	36.6%
Merchandising	270	18.6%
Professional, Scientific, and Technical Services	217	15.0%
Wholesale Trade	119	8.2%
Information	85	5.9%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 9 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-1021	Commercial and Industrial Design	Bachelor's Degree	None
27-1023	Floral Designers	High school diploma or equivalent	Moderate-term on-the-job training
27-1026	Merchandise Displayers and Window Trimmers	High school diploma or equivalent	Short-term on-the-job training
27-1027	Set and Exhibit Designers	Bachelor's Degree	None
27-1029	Designers, All Other	Bachelor's Degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 191 regional completions (2019) and 227 regional openings (2019) in the South Central Coast region in programs aligned with the occupations identified as related to Interior Design and Merchandising.

Exhibit 10 – Completions and Openings

5 Regional Institutions had Related Programs (2019)	191 Regional Completions (2019)	227 Annual Openings (2019)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2019)
50.0502	Technical Theatre/Theatre Design and Technology	119
15.1301	Drafting and Design Technology/Technician, General	61
15.0613	Manufacturing Engineering Technology/Technician	9
15.1503	Packaging Science	2
50.0402	Commercial and Advertising Art	0

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from current students and exiters of regional Interior Design and Merchandising Programs (TOP: 1302.00) for the 2017-18 academic year.

- Completers of regional Interior Design and Merchandising programs from the 2017-2018 academic year had a **median annual wage upon completion of \$24,668**.
- 54% of students are **employed within a year** after completing a program.
- 31% of students **attained a living wage** within a year of completion.
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- 73% of students were **part time**, 11% **skill builders**, 32% **first-generation**, and 78% **economically disadvantaged**.

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Interior Design and Merchandising. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.