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Labor Market Analysis

Beverage Management



Prepared by Central Valley/Mother Lode Center of Excellence



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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Porterville College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for:

- Bartenders (SOC 35-3011)

Key Findings

- **Occupational Demand** — *Bartenders* have a labor market demand of 761 annual job openings in the South Central Valley/Southern Mother Lode (SCV/SML) subregion.
- **Wages** — The average entry-level wage (25th percentile) for *Bartenders* is \$16.75/hour, which is higher than the living wage in the SCV/SML subregion.
- **Employers** — Employers in the SCV/SML subregion include Buffalo Wild Wings, Flynn Restaurant Group, and Table Mountain Casino.
- **Skills and Certifications** — The top baseline skill is customer service; the top specialized skill is restaurant operation; and the top software skill is Citrix XenApp. The most in-demand certification is Bartending.
- **Education** — No formal educational credential is typically required for *Bartenders*.
- **Supply** — In the CVML region, 38 awards were conferred; 29 awards were conferred in the SCV/SML subregion.

Recommendation

The Center of Excellence is unable to provide a recommendation for Beverage Management (Bartending) programs at Porterville College since no formal educational credential is typically required for *Bartenders*.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Porterville College with labor market information for *Bartenders*. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Bartenders* is included in the report. The Standard Occupational Classification (SOC) System code and occupational title used in this report are from the Bureau of Labor Statistics and O*NET OnLine.

Bartenders (SOC 35-3011)

- **Job Description:** Mix and serve drinks to patrons, directly or through waitstaff.
- **Knowledge:** Customer and Personal Service, English Language, Education and Training, Sales and Marketing, Administration and Management
- **Skills:** Active Listening, Service Orientation, Social Perceptiveness, Coordination, Critical Thinking

Employment

Exhibit 1a shows employment trends for *Bartenders* in the SCV/SML subregion. Between 2022 to 2027, the number of jobs for *Bartenders* is projected to increase by 960, growing by 35%.

Exhibit 1a. Historical employment and projected occupational demand for *Bartenders* in the SCV/SML subregion, 2012-2027



There were 2,723 *Bartenders* employed in the SCV/SML subregion in 2022 (Exhibit 1b). *Bartenders* are projected to have 761 annual openings through 2027.

Exhibit 1b. Current employment and projected occupational demand for *Bartenders* in the SCV/SML subregion, 2022-2027

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Bartenders	2,723	3,683	960	35%	761
TOTAL	2,723	3,683	960	35%	761

Wages

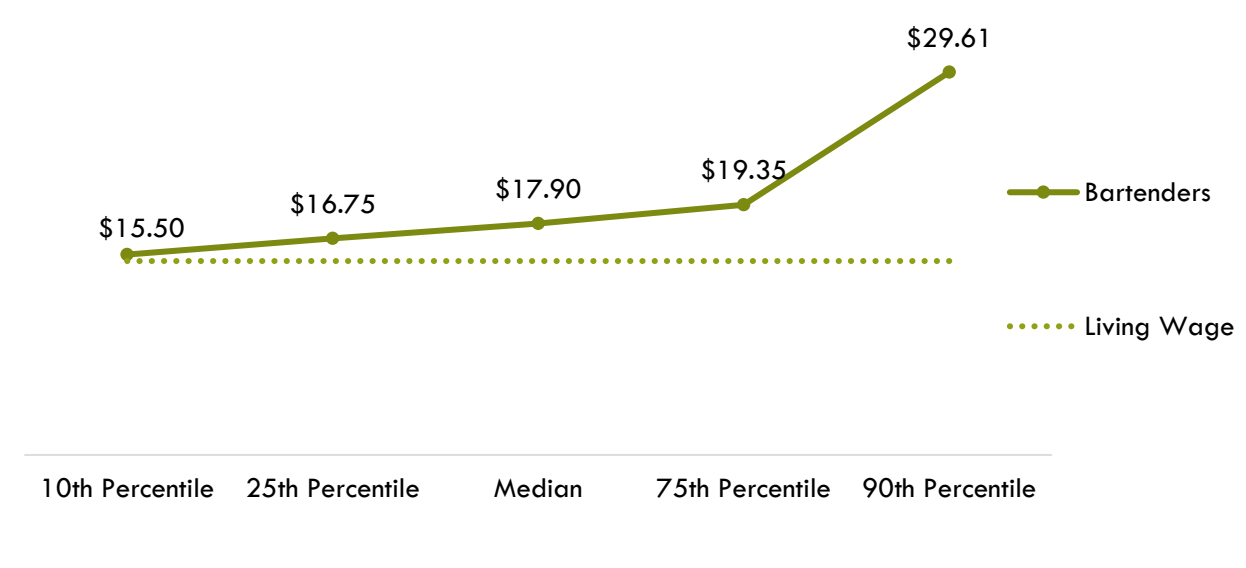
Exhibit 2a shows the hourly wages for the occupation studied in this report. The entry-level hourly wage for *Bartenders* is \$16.75/hour.¹

Exhibit 2a. Hourly wages for *Bartenders* in the SCV/SML subregion

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Bartenders	\$16.75	\$17.90	\$19.35

Exhibit 2b shows the average hourly wages for *Bartenders*; all five average entry-level wages are above the living wage for the SCV/SML subregion.

Exhibit 2b. Average hourly wages for *Bartenders* in the SCV/SML subregion



¹ Note: 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

Job Postings

There were 520 unique job postings for *Bartenders* in the SCV/SML subregion from August 2023 to July 2024.²

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were Buffalo Wild Wings, Flynn Restaurant Group, and Table Mountain Casino.

Exhibit 3. Top employers

Employer
Buffalo Wild Wings
Flynn Restaurant Group
Table Mountain Casino
Delaware North
Chili's Grill & Bar
Levy Restaurants
Compass Group
Applebee's
Dave & Buster's
Marriott International
Vibez Restaurant & Lounge
BJ's Restaurants

Salaries

Exhibit 4 shows the “Market Salaries” for *Bartenders*. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

Exhibit 4. Market salaries for *Bartenders*

Market Salary	Job Postings
\$31,000-\$34,999	107
\$35,000-\$38,999	31
\$39,000-\$42,999	22
\$43,000-\$46,999	5
\$47,000-\$50,999	1
\$51,000-\$54,999	4
\$55,000+	2

² Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Education

Of the 520 unique job postings, 115 listed a preferred or minimum educational requirement for the position being filled. Among those, 85% requested a high school or GED, 6% requested an associate degree, and 9% requested a bachelor's degree (Exhibit 5).

Exhibit 5. Education levels requested in job postings for Bartenders

Education Level	Job Postings	% of Job Postings
High school or GED	98	85%
Associate degree	7	6%
Bachelor's degree	10	9%

Baseline, Specialized, and Software Skills

Exhibit 6 depicts the top baseline, specialized, and software skills in job postings. The most common baseline skill is customer service. The most common specialized skill is restaurant operation. The most common software skill is Citrix XenApp.

Exhibit 6. In-demand baseline, specialized, and software skills for Bartenders in job postings

Baseline Skills	Specialized Skills	Software Skills
Customer Service	Restaurant Operation	Citrix XenApp
Communication	Cash Handling	Microsoft Outlook
Multitasking	Bartending	Microsoft Office
Cleanliness	Cash Register	-
Lifting Ability	Food Safety and Sanitation	-

Certifications

Of the job postings listing a certification, 75% indicated a need for a Bartending Certification (Exhibit 7).

Exhibit 7. Top certifications requested in job postings

Certifications	% of Job Postings
Bartending Certification	75%
ServSafe Certification	21%
Food Handler's Card	20%
Responsible Beverage Service (RBS) Certification	18%
Responsible Service of Alcohol (RSA) Certification	18%

Education, Work Experience, & Training

No formal educational credential is typically required for *Bartenders* (Exhibit 8).

Exhibit 8. Education, work experience, and training for *Bartenders*³

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training
Bartenders	No formal educational credential	None	Short-term on-the-job training

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 29 awards were conferred in the SCV/SML subregion (Exhibit 9 and 10).

Exhibit 9. TOP and CIP codes

TOP Titles	CIP Titles
1307.10 - Restaurant and Food Services and Management	15.0502 - Bartending/Bartender

Exhibit 10. Community College awards conferred in the CVML region

Exhibit 101 Community College awards collected in the CVMZ region						
TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
1307.10	Restaurant and Food Services and Management	Columbia	18	6	2	9
		NCV/NML Subtotal	18	6	2	9
		Fresno City	8	5	6	6
		West Hills Lemoore	32	23	14	23
		SCV/SML Subtotal	40	28	20	29
Supply Total/Average			58	34	22	38

Recommendation

The Center of Excellence is unable to provide a recommendation for Beverage Management (Bartending) programs at Porterville College since no formal educational credential is typically required for *Bartenders*.

³ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final LIGHTCAST industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor's LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Lightcast. https://lightcast.io/ .
Additional Education Requirements/Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.