

RESEARCH NOTES



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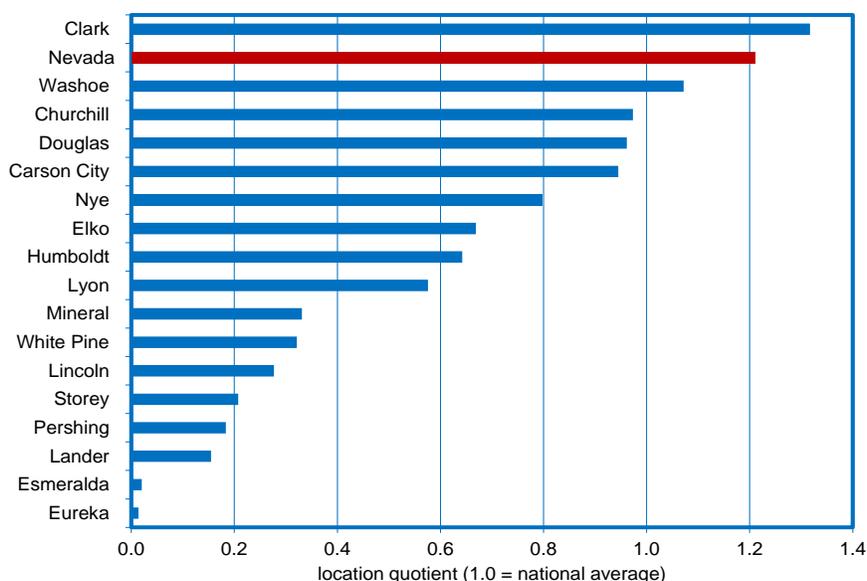
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Retail Salespersons Location Quotients
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Clark and Washoe Have Highest Concentration of Retail Salespersons Employment; Share of Jobs Accounted for by Retail Salespersons is Above the National Average



- A location quotient (LQ) can be used to express how concentrated an occupation is in a region as compared to the nation. An LQ of one indicates that an area has the same concentration of a specific occupation as the national average, whereas a value of less than one indicates a lower concentration, and a value greater than one indicates a higher concentration.
- This *Research Note* focuses on the concentration of retail salespersons employment in Nevada's counties relative to the nation.
- Statewide, the LQ for retail salespersons is 1.21, showing that the Silver State's share of employment in this occupation is higher (by more than one-fifth) than the nation. In that the LQ for the retail trade industry is just barely above one, suggesting that the share of employment in that sector is essentially identical to the national average, this is somewhat perplexing, at least on the surface. One possible explanation revolves around a relatively high presence of retail salespersons in other sectors of the Nevada economy, especially in leisure and hospitality.
- Clark has the highest LQ for retail salespersons, with a value 1.32. This means that there are 32% more retail salespersons employed in the county than would be expected according to national averages.
- The lowest LQ's are found in Eureka, Esmeralda and Lander, suggesting that these counties have relatively low employment in the sector.