

OUTDOOR RECREATION & APPAREL

WORKFORCE OF JEFFERSON COUNTY, COLORADO



Industry Description and Employment Trends

Jefferson County's outdoor recreation and apparel industry includes companies that wholesale and manufacture sports and athletic equipment, outerwear, apparel, and footwear. Companies that manufacture trailer and campers, motorcycles, bicycles, and sporting and athletic goods are also included. The industry also includes recreational, motorcycle, all-terrain vehicles, and boat dealers, as well as companies that provide recreational equipment rental and promote and preserve the environment and wildlife. Additionally, companies in this industry provide sports and recreation instruction, and operate facilities that enable patrons to participate in recreational activities such as nature parks, golf courses, skiing facilities, marinas, campgrounds, fitness and recreation centers, and other outdoor recreation-related services.

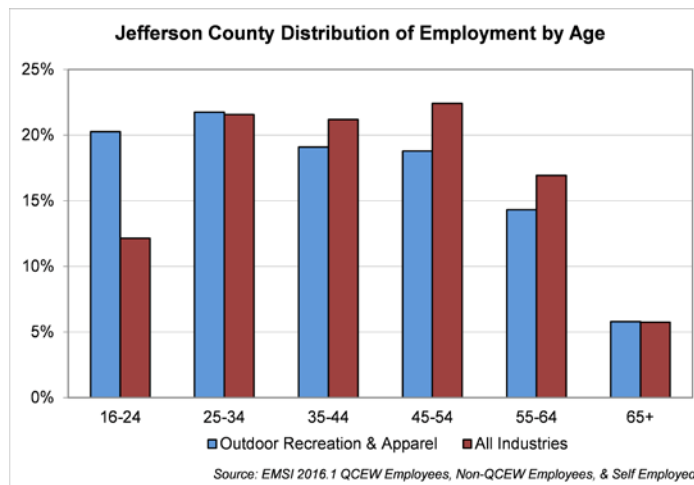
Employment in the nine-county Metro Denver and Northern Colorado region's¹ outdoor recreation and apparel industry rose 3.1 percent in 2015. From 2010 to 2015, employment in the region's outdoor recreation and apparel industry rose 23.6 percent. Approximately 12 percent of the outdoor recreation and apparel employment in the nine-county region is located in Jefferson County.

¹The nine-county region is comprised of two principal areas, Metro Denver and Northern Colorado. Metro Denver consists of Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson counties. Northern Colorado consists of Larimer and Weld counties.

Workforce Profile

Jefferson County's labor force includes nearly 311,500 individuals, representing 19 percent of the total labor force in Metro Denver and 11 percent of the state's labor force. Jefferson County's labor force includes a large pool of talented, well-educated, and highly skilled workers. Of Jefferson County's adult population, 42 percent are college graduates and 94.1 percent have graduated from high school. The age distribution of workers in the outdoor recreation and apparel industry is concentrated in the younger age brackets. In fact, the outdoor recreation and apparel industry has a larger share of employees (42 percent) that are between the ages of 16 and 34 years old, compared with the age distribution across all industries (33.7 percent).

The outdoor recreation and apparel industry provides a range of occupations suitable for those with at least a high school diploma. Nearly 19 percent of outdoor recreation and apparel-related occupations in Jefferson County require a bachelor's degree or higher, while 52.3 percent require a high school diploma or equivalent. Of the outdoor recreation and apparel-related occupations, 68.1 percent require some sort of on-the-job training.



Wages 20 Largest Outdoor Recreation & Apparel Occupations in Jefferson County	Median Salary	10th Percentile Salary	25th Percentile Salary	75th Percentile Salary	90th Percentile Salary
1. Fitness Trainers & Aerobics Instructors	\$36,651	\$18,098	\$24,739	\$49,528	\$60,128
2. Amusement & Recreation Attendants	\$18,125	\$16,720	\$17,234	\$19,014	\$23,105
3. Coaches & Scouts	\$24,762	\$17,719	\$19,049	\$38,148	\$49,881
4. Retail Salespersons	\$21,108	\$16,692	\$17,948	\$27,140	\$38,886
5. Landscaping & Groundskeeping Workers	\$23,933	\$18,340	\$20,444	\$29,755	\$34,357
6. Lifeguards, Ski Patrol, & Other Recreational Protective Service Workers	\$18,367	\$16,677	\$17,297	\$20,753	\$22,820
7. Recreation Workers	\$21,962	\$16,585	\$18,378	\$26,373	\$32,928
8. Teachers & Instructors, All Other	\$32,227	\$22,296	\$26,379	\$43,451	\$60,319
9. General & Operations Managers	\$105,047	\$49,563	\$70,421	\$164,166	\$237,120
10. Receptionists & Information Clerks	\$28,163	\$18,612	\$22,846	\$34,585	\$42,856
11. Counter & Rental Clerks	\$22,286	\$16,771	\$17,792	\$31,496	\$42,019
12. Secretaries & Administrative Assistants, Except Legal, Medical, & Executive	\$34,448	\$22,174	\$27,436	\$42,775	\$50,947
13. Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products	\$58,939	\$29,528	\$40,812	\$90,950	\$130,628
14. Recreational Vehicle Service Technicians	\$53,357	\$33,508	\$39,954	\$64,619	\$68,834
15. Office Clerks, General	\$32,261	\$19,476	\$24,788	\$43,116	\$54,850
16. First-Line Supervisors of Personal Service Workers	\$33,535	\$21,047	\$25,594	\$42,800	\$52,776
17. Janitors & Cleaners, Except Maids & Housekeeping Cleaners	\$21,859	\$17,095	\$18,443	\$26,753	\$31,659
18. Customer Service Representatives	\$30,368	\$21,245	\$25,142	\$37,996	\$46,164
19. Maintenance & Repair Workers, General	\$33,972	\$21,291	\$26,374	\$44,104	\$54,250
20. Bookkeeping, Accounting, & Auditing Clerks	\$34,904	\$22,769	\$27,787	\$43,494	\$52,572

Wages & Occupations

The 2015 average annual salary of outdoor recreation and apparel workers in Jefferson County was \$30,400, compared with the average of \$51,300 for all workers in Jefferson County. The table below includes data for the 20 largest outdoor recreation and apparel occupations in the county. It portrays the industry workforce supply as consisting of three main components: those currently working in that occupation either in the industry or in a similar job in some other industry (total working across all industries); the number of available applicants that would like to be working in that occupation; and the number of recent graduates that are qualified for that occupation.



Occupation Data 20 Largest <i>Outdoor Recreation & Apparel</i> Occupations in Jefferson County	Total Working Across All Industries (2015)	Number of Available Applicants (2016)¹	Number of Graduates (2014)²	2015-2020 Projected Occupation Growth Rate
1. <i>Fitness Trainers & Aerobics Instructors</i>	718	8	317	-0.1%
2. <i>Amusement & Recreation Attendants</i>	495	3	0	-1.0%
3. <i>Coaches & Scouts</i>	443	9	268	1.4%
4. <i>Retail Salespersons</i>	9,196	157	6	0.5%
5. <i>Landscaping & Groundskeeping Workers</i>	2,314	59	0	-0.2%
6. <i>Lifeguards, Ski Patrol, & Other Recreational Protective Service Workers</i>	393	4	12	0.0%
7. <i>Recreation Workers</i>	818	10	246	2.3%
8. <i>Teachers & Instructors, All Other</i>	485	27	454	2.9%
9. <i>General & Operations Managers</i>	3,774	206	9,551	7.4%
10. <i>Receptionists & Information Clerks</i>	2,134	163	0	8.0%
11. <i>Counter & Rental Clerks</i>	1,062	10	0	-0.8%
12. <i>Secretaries & Administrative Assistants, Except Legal, Medical, & Executive</i>	5,526	83	70	8.4%
13. <i>Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products</i>	2,537	58	77	9.1%
14. <i>Recreational Vehicle Service Technicians</i>	55	1	37	1.8%
15. <i>Office Clerks, General</i>	3,169	196	0	10.0%
16. <i>First-Line Supervisors of Personal Service Workers</i>	433	4	7,453	3.0%
17. <i>Janitors & Cleaners, Except Maids & Housekeeping Cleaners</i>	4,280	63	0	2.7%
18. <i>Customer Service Representatives</i>	3,255	449	0	5.0%
19. <i>Maintenance & Repair Workers, General</i>	1,654	54	56	5.4%
20. <i>Bookkeeping, Accounting, & Auditing Clerks</i>	2,764	146	352	7.3%

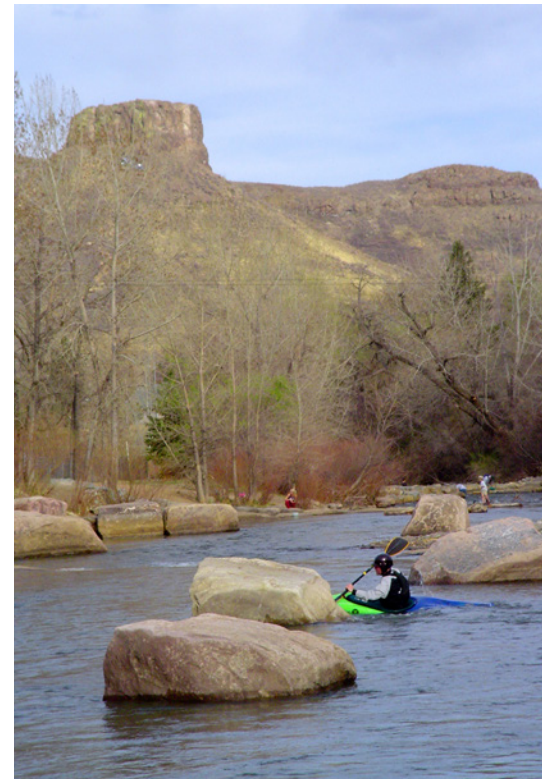
¹The number of available applicants is a point-in-time measurement of the number of people who have registered in Colorado's workforce development system's statewide database, Connecting Colorado, as being able and available to work in a particular occupation. Results should be interpreted with caution since registration in Connecting Colorado is self-reported. In addition, the skills rubric may assign up to four occupation codes for each registrant. Therefore, the number of available applicants could be inflated.

²The number of graduates represents a 10-county region consisting of Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, El Paso, Jefferson, Larimer, and Weld Counties. Sources: EMSI 2016.1 QCEW Employees, Non-QCEW Employees, & Self-Employed; Connecting Colorado, 2016.

Educational Institutions

The 10-county region's² educational institutions provide an excellent support system for area businesses. There are 28 public higher education institutions in Colorado, of which eight four-year and seven two-year public institutions offering comprehensive curricula are located in the 10-county region. In addition, there are more than 100 private and religious accredited institutions and nearly 380 private occupational and technical schools offering courses in dozens of program areas throughout the state. Although not exhaustive, a list of the major, accredited educational institutions with the greatest number of graduates for the largest outdoor recreation and apparel occupations in Jefferson County are included below. A directory of all higher education institutions with corresponding websites may be accessed via highered.colorado.gov.

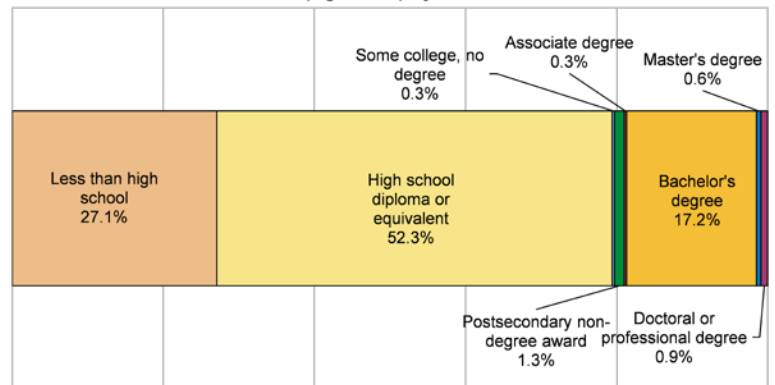
- **Colorado State University**
www.colostate.edu
- **Colorado Technical University Online**
www.coloradotech.edu
- **University of Colorado: Boulder, Colorado Springs, Denver**
www.cu.edu
- **Colorado State University Global Campus**
www.colostate.edu
- **Metropolitan State University of Denver**
www.msudenver.edu
- **University of Denver**
www.du.edu
- **Colorado Technical University Colorado Springs**
www.coloradotech.edu/colorado-springs



- **Regis University**
www.regis.edu
- **Red Rocks Community College**
www.rrcc.edu
- **Arapahoe Community College**
www.arapahoe.edu
- **Front Range Community College**
www.frontrange.edu

²The 10-county region consists of the Metro Denver and Northern Colorado region and El Paso County.

Distribution of Jefferson County's Outdoor Recreation & Apparel-Related Workforce (Ages 25+) by Educational Attainment



Note: These values are based on the individuals in each outdoor recreation and apparel-related occupation. Source: EMSI 2016.1 QCEW Employees, Non-QCEW Employees, & Self Employed.



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