

# Business Occupation Overview

Emsi Q2 2016 Data Set

July 2016

College of San Mateo



3401 CSM Drive  
San Mateo, California 94402  
650.358.6880

# Parameters

## Occupations

33 items selected. See Appendix A for details.

## Regions

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA
6081	San Mateo County, CA
6085	Santa Clara County, CA

## Timeframe

2014 - 2021

## Datarun

2016.2 - QCEW Employees

## BUS CTE in 5 Counties

### Occupation Summary for BUS CTE

<p><b>389,637</b></p> <p>Jobs (2016) 31% <b>above</b> National average</p>	<p><b>+13.6%</b></p> <p>% Change (2014-2021) Nation: <b>+8.5%</b></p>	<p><b>\$46.29/hr</b></p> <p>Median Hourly Earnings Nation: \$33.14/hr</p>
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## Growth

365,950

2014 Jobs

415,784

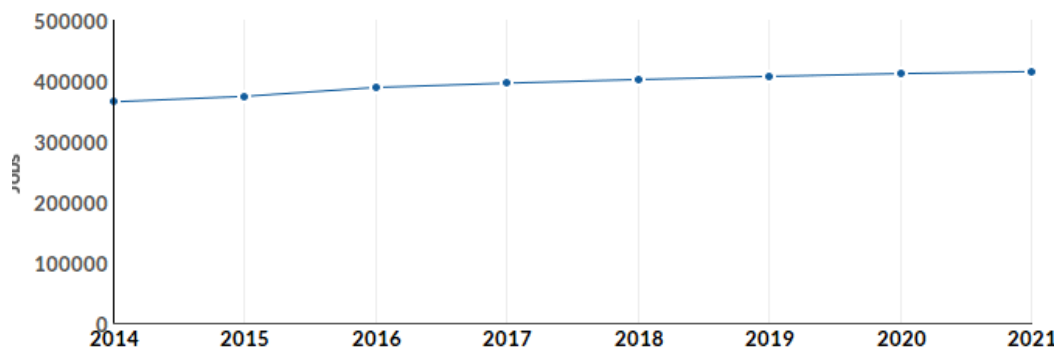
2021 Jobs

49,834

Change (2014-2021)

13.6%

% Change (2014-2021)



Occupation	2014 Jobs	2021 Jobs	Change	% Change
General and Operations Managers (11-1021)	54,976	63,683	8,707	16%
Advertising and Promotions Managers (11-2011)	992	1,184	192	19%
Marketing Managers (11-2021)	13,908	16,112	2,204	16%
Sales Managers (11-2022)	15,951	17,735	1,784	11%
Public Relations and Fundraising Managers (11-2031)	2,142	2,473	331	15%
Administrative Services Managers (11-3011)	8,817	9,984	1,167	13%
Financial Managers (11-3031)	20,453	22,262	1,809	9%
Industrial Production Managers (11-3051)	4,288	4,452	164	4%
Purchasing Managers (11-3061)	2,422	2,660	238	10%
Compensation and Benefits Managers (11-3111)	581	668	87	15%
Human Resources Managers (11-3121)	4,667	5,377	710	15%
Training and Development Managers (11-3131)	963	1,118	155	16%
Food Service Managers (11-9051)	6,435	7,466	1,031	16%
Lodging Managers (11-9081)	780	846	66	8%
Medical and Health Services Managers (11-9111)	6,340	7,434	1,094	17%
Property, Real Estate, and Community Association Managers (11-9141)	6,233	6,721	488	8%
Social and Community Service Managers (11-9151)	3,463	4,178	715	21%

Occupation	2014 Jobs	2021 Jobs	Change	% Change
Wholesale and Retail Buyers, Except Farm Products (13-1022)	3,357	3,749	392	12%
Claims Adjusters, Examiners, and Investigators (13-1031)	4,173	4,146	-27	-1%
Insurance Appraisers, Auto Damage (13-1032)	116	110	-6	-5%
Compliance Officers (13-1041)	5,802	6,486	684	12%
Human Resources Specialists (13-1071)	13,074	15,051	1,977	15%
Logisticians (13-1081)	3,944	4,390	446	11%
Management Analysts (13-1111)	22,569	27,285	4,716	21%
Meeting, Convention, and Event Planners (13-1121)	2,128	2,491	363	17%
Fundraisers (13-1131)	1,451	1,718	267	18%
Compensation, Benefits, and Job Analysis Specialists (13-1141)	3,083	3,401	318	10%
Training and Development Specialists (13-1151)	6,037	7,356	1,319	22%
Market Research Analysts and Marketing Specialists (13-1161)	24,639	30,611	5,972	24%
Business Operations Specialists, All Other (13-1199)	34,709	38,798	4,089	12%
First-Line Supervisors of Retail Sales Workers (41-1011)	20,090	21,916	1,826	9%
Executive Secretaries and Executive Administrative Assistants (43-6011)	28,502	29,411	909	3%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	38,865	44,513	5,648	15%

## Percentile Earnings

**\$33.51/hr**

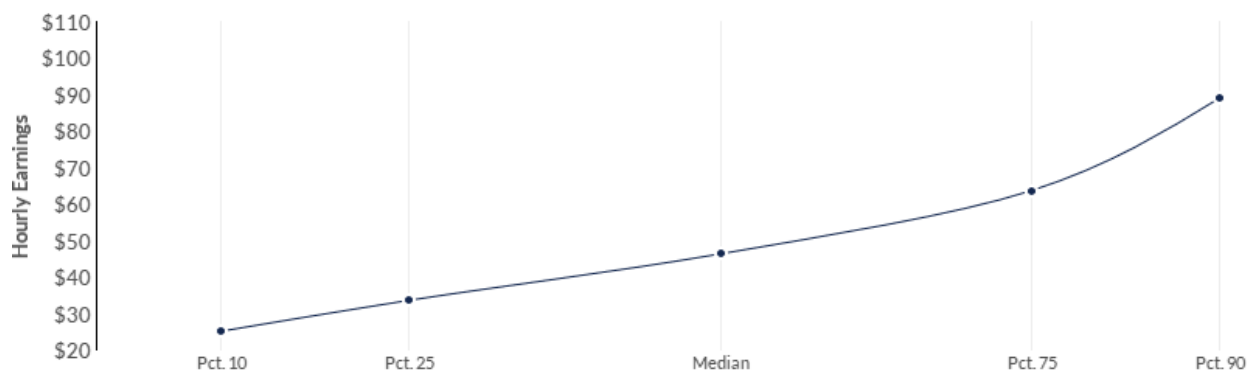
25th Percentile Earnings

**\$46.29/hr**

Median Earnings

**\$63.70/hr**

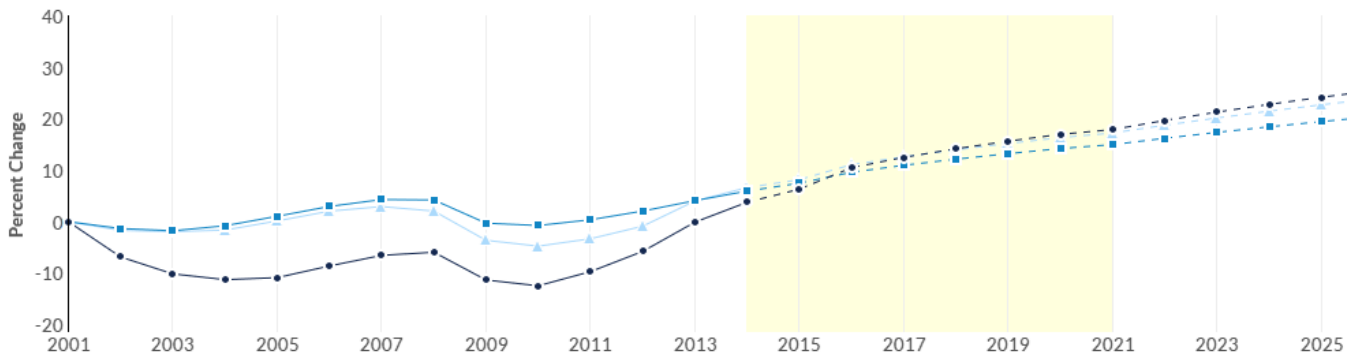
75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
General and Operations Managers (11-1021)	\$40.51	\$62.51	\$94.00
Advertising and Promotions Managers (11-2011)	\$38.87	\$49.85	\$68.41
Marketing Managers (11-2021)	\$64.90	\$82.73	\$116.72
Sales Managers (11-2022)	\$45.45	\$70.79	\$103.27
Public Relations and Fundraising Managers (11-2031)	\$42.87	\$59.60	\$81.31
Administrative Services Managers (11-3011)	\$35.89	\$49.03	\$64.68
Financial Managers (11-3031)	\$54.02	\$74.42	\$103.98
Industrial Production Managers (11-3051)	\$43.84	\$60.17	\$79.97
Purchasing Managers (11-3061)	\$47.36	\$62.14	\$78.93
Compensation and Benefits Managers (11-3111)	\$46.86	\$65.59	\$94.89
Human Resources Managers (11-3121)	\$51.23	\$67.29	\$89.98
Training and Development Managers (11-3131)	\$52.69	\$71.94	\$94.58
Food Service Managers (11-9051)	\$19.97	\$25.47	\$32.41
Lodging Managers (11-9081)	\$19.82	\$27.96	\$37.14
Medical and Health Services Managers (11-9111)	\$50.77	\$66.31	\$80.09
Property, Real Estate, and Community Association Managers (11-9141)	\$26.04	\$36.50	\$53.91

Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Social and Community Service Managers (11-9151)	\$27.25	\$34.23	\$44.68
Wholesale and Retail Buyers, Except Farm Products (13-1022)	\$20.14	\$26.72	\$35.29
Claims Adjusters, Examiners, and Investigators (13-1031)	\$27.48	\$36.17	\$44.54
Insurance Appraisers, Auto Damage (13-1032)	\$25.38	\$33.43	\$38.03
Compliance Officers (13-1041)	\$31.52	\$40.73	\$50.07
Human Resources Specialists (13-1071)	\$28.62	\$37.15	\$49.55
Logisticians (13-1081)	\$33.70	\$41.83	\$52.84
Management Analysts (13-1111)	\$35.88	\$49.09	\$65.29
Meeting, Convention, and Event Planners (13-1121)	\$20.16	\$27.61	\$38.37
Fundraisers (13-1131)	\$24.83	\$31.20	\$37.48
Compensation, Benefits, and Job Analysis Specialists (13-1141)	\$30.93	\$37.14	\$46.27
Training and Development Specialists (13-1151)	\$28.89	\$40.11	\$54.26
Market Research Analysts and Marketing Specialists (13-1161)	\$30.42	\$43.00	\$59.68
Business Operations Specialists, All Other (13-1199)	\$29.62	\$40.75	\$56.19
First-Line Supervisors of Retail Sales Workers (41-1011)	\$16.53	\$20.89	\$27.47
Executive Secretaries and Executive Administrative Assistants (43-6011)	\$25.93	\$32.07	\$38.06
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$16.28	\$20.61	\$25.84

# Regional Trends



Region	2014 Jobs	2021 Jobs	Change	% Change
● Region	365,950	415,784	49,834	13.6%
■ Nation	12,597,221	13,671,119	1,073,898	8.5%
▲ California	1,587,519	1,745,562	158,043	10.0%



## Regional Breakdown



County	2021 Jobs
Santa Clara County, CA	135,567
San Francisco County, CA	106,936
Alameda County, CA	84,528
San Mateo County, CA	49,909
Contra Costa County, CA	38,844

## Job Postings Summary

43,743

Unique Postings (May 2016)  
191,561 Total Postings

4 : 1

Posting Intensity (May 2016)



There were 191,561 total job postings for 33 *Occupations* in May 2016, of which 43,743 were unique. These numbers give us a Posting Intensity of 4-to-1, meaning that for every 4 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (5-to-1), indicating they are putting average effort toward hiring this position.

## Occupation Gender Breakdown



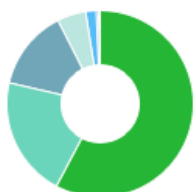
Gender	2016 Jobs	2016 Percent
● Males	170,296	43.7%
● Females	219,341	56.3%

## Occupation Age Breakdown



Age	2016 Jobs	2016 Percent
14-18	792	0.2%
19-24	17,485	4.5%
25-34	85,346	21.9%
35-44	105,325	27.0%
45-54	98,790	25.4%
55-64	64,375	16.5%
65+	17,524	4.5%

## Occupation Race/Ethnicity Breakdown



Race/Ethnicity	2016 Jobs	2016 Percent
White	225,027	57.8%
Asian	81,212	20.8%
Hispanic or Latino	54,229	13.9%
Black or African American	19,399	5.0%
Two or More Races	7,138	1.8%
Native Hawaiian or Other Pacific Islander	1,538	0.4%
American Indian or Alaska Native	1,094	0.3%

## Occupational Programs

<b>59</b> Programs (2014)	<b>12,754</b> Completions (2014)	<b>16,189</b> Openings (2014)
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CIP Code	Program	Completions (2014)
52.0201	Business Administration and Management, General	7,649
52.0101	Business/Commerce, General	515
51.2201	Public Health, General	478
52.0801	Finance, General	378
52.0901	Hospitality Administration/Management, General	308

## Industries Employing BUS CTE

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Corporate, Subsidiary, and Regional Managing Offices	25,582	6.6%	35.4%
Custom Computer Programming Services	14,561	3.7%	14.8%
Internet Publishing and Broadcasting and Web Search Portals	12,621	3.2%	18.6%
Local Government, Excluding Education and Hospitals	12,491	3.2%	10.8%
Services for the Elderly and Persons with Disabilities	8,942	2.3%	9.5%

# Appendix A - Occupations

Code	Description
11-1021	General and Operations Managers
11-2011	Advertising and Promotions Managers
11-2021	Marketing Managers
11-2022	Sales Managers
11-2031	Public Relations and Fundraising Managers
11-3011	Administrative Services Managers
11-3031	Financial Managers
11-3051	Industrial Production Managers
11-3061	Purchasing Managers
11-3111	Compensation and Benefits Managers
11-3121	Human Resources Managers
11-3131	Training and Development Managers
11-9051	Food Service Managers
11-9081	Lodging Managers
11-9111	Medical and Health Services Managers
11-9141	Property, Real Estate, and Community Association Managers
11-9151	Social and Community Service Managers
13-1022	Wholesale and Retail Buyers, Except Farm Products
13-1031	Claims Adjusters, Examiners, and Investigators
13-1032	Insurance Appraisers, Auto Damage
13-1041	Compliance Officers
13-1071	Human Resources Specialists
13-1081	Logisticians
13-1111	Management Analysts
13-1121	Meeting, Convention, and Event Planners
13-1131	Fundraisers
13-1141	Compensation, Benefits, and Job Analysis Specialists
13-1151	Training and Development Specialists
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other

Code	Description
41-1011	First-Line Supervisors of Retail Sales Workers
43-6011	Executive Secretaries and Executive Administrative Assistants
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive

# Appendix B - Data Sources and Calculations

## Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi 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 Emsi earnings by industry.

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department