

Digital Media 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

18 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

CTE DGME in 5 Counties

Occupation Summary for CTE DGME

<p>29,951</p> <p>Jobs (2016) 60% above National average</p>	<p>+26.8%</p> <p>% Change (2014-2021) Nation: +9.0%</p>	<p>\$37.48/hr</p> <p>Median Hourly Earnings Nation: \$27.02/hr</p>
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Growth

26,436

2014 Jobs

33,521

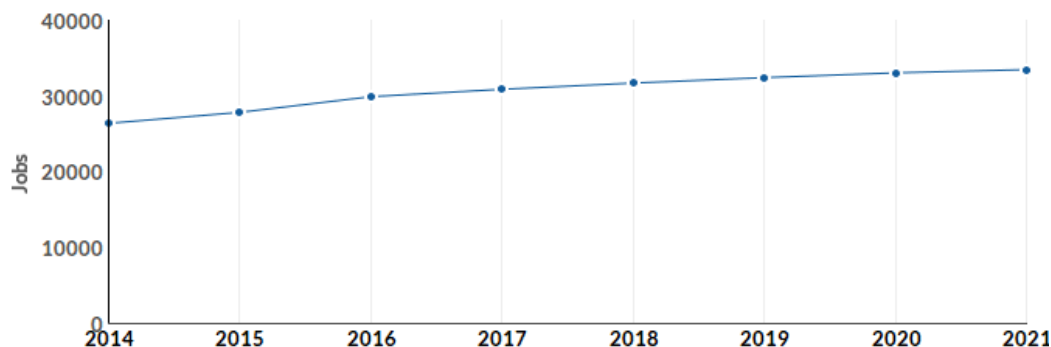
2021 Jobs

7,085

Change (2014-2021)

26.8%

% Change (2014-2021)



Occupation	2014 Jobs	2021 Jobs	Change	% Change
Web Developers (15-1134)	6,977	10,312	3,335	48%
Audio-Visual and Multimedia Collections Specialists (25-9011)	192	217	25	13%
Art Directors (27-1011)	1,383	1,646	263	19%
Multimedia Artists and Animators (27-1014)	1,937	2,443	506	26%
Artists and Related Workers, All Other (27-1019)	92	111	19	21%
Commercial and Industrial Designers (27-1021)	915	1,012	97	11%
Graphic Designers (27-1024)	6,532	7,622	1,090	17%
Producers and Directors (27-2012)	1,786	2,357	571	32%
Radio and Television Announcers (27-3011)	396	449	53	13%
Reporters and Correspondents (27-3022)	1,380	1,742	362	26%
Media and Communication Workers, All Other (27-3099)	878	1,048	170	19%
Audio and Video Equipment Technicians (27-4011)	1,798	2,033	235	13%
Broadcast Technicians (27-4012)	523	515	-8	-2%
Radio Operators (27-4013)	9	10	1	11%
Sound Engineering Technicians (27-4014)	300	385	85	28%
Camera Operators, Television, Video, and Motion Picture (27-4031)	349	407	58	17%

Occupation	2014 Jobs	2021 Jobs	Change	% Change
Film and Video Editors (27-4032)	613	811	198	32%
Media and Communication Equipment Workers, All Other (27-4099)	375	402	27	7%

Percentile Earnings

\$27.75/hr

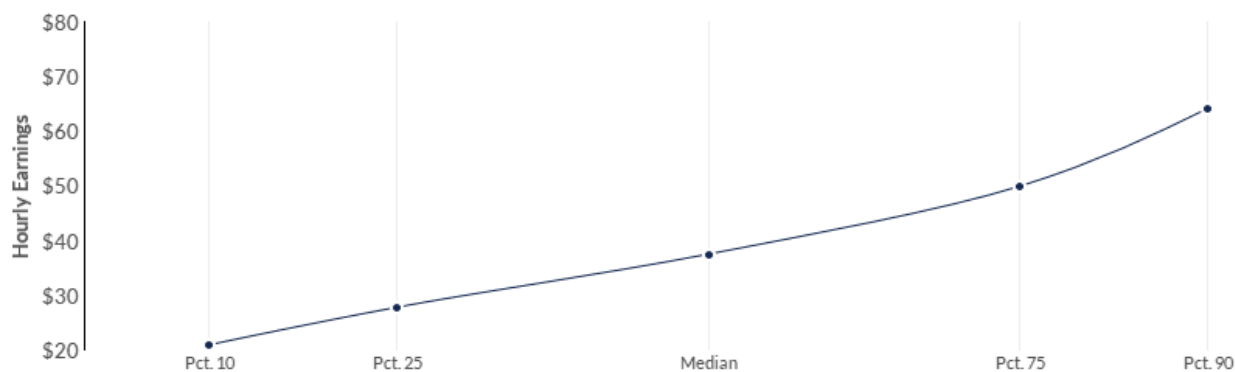
25th Percentile Earnings

\$37.48/hr

Median Earnings

\$49.92/hr

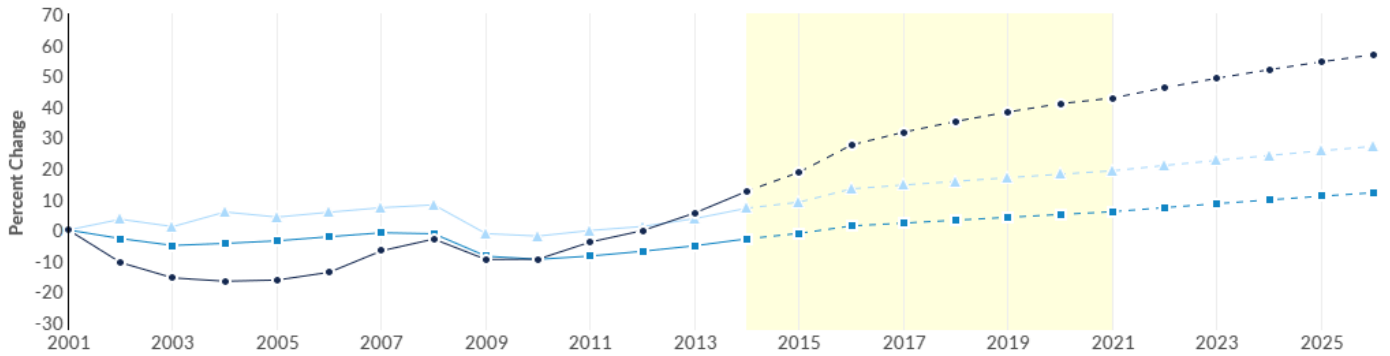
75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Web Developers (15-1134)	\$33.50	\$45.34	\$59.91
Audio-Visual and Multimedia Collections Specialists (25-9011)	\$21.02	\$26.49	\$31.53
Art Directors (27-1011)	\$41.07	\$59.72	\$77.90
Multimedia Artists and Animators (27-1014)	\$32.15	\$40.49	\$50.63
Artists and Related Workers, All Other (27-1019)	\$24.67	\$35.71	\$42.60
Commercial and Industrial Designers (27-1021)	\$30.67	\$38.79	\$48.26
Graphic Designers (27-1024)	\$25.75	\$34.17	\$43.71
Producers and Directors (27-2012)	\$30.72	\$42.38	\$65.27
Radio and Television Announcers (27-3011)	\$14.54	\$22.76	\$47.82
Reporters and Correspondents (27-3022)	\$16.10	\$21.58	\$32.51
Media and Communication Workers, All Other (27-3099)	\$17.81	\$25.89	\$34.61
Audio and Video Equipment Technicians (27-4011)	\$19.44	\$25.32	\$32.25
Broadcast Technicians (27-4012)	\$13.08	\$22.41	\$28.82
Radio Operators (27-4013)	\$24.12	\$26.73	\$28.62
Sound Engineering Technicians (27-4014)	\$24.14	\$33.57	\$41.25

Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Camera Operators, Television, Video, and Motion Picture (27-4031)	\$22.92	\$30.35	\$41.94
Film and Video Editors (27-4032)	\$23.46	\$31.41	\$45.75
Media and Communication Equipment Workers, All Other (27-4099)	\$21.63	\$31.47	\$45.60

Regional Trends



Region	2014 Jobs	2021 Jobs	Change	% Change
● Region	26,436	33,521	7,085	26.8%
■ Nation	781,636	852,331	70,695	9.0%
▲ California	151,788	168,946	17,158	11.3%

Regional Breakdown



County	2021 Jobs
San Francisco County, CA	12,614
Santa Clara County, CA	9,453
San Mateo County, CA	5,183
Alameda County, CA	4,941
Contra Costa County, CA	1,330

Job Postings Summary

4,453

Unique Postings (May 2016)
15,935 Total Postings

4 : 1

Posting Intensity (May 2016)



There were 15,935 total job postings for 18 Occupations in May 2016, of which 4,453 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 lower than the Posting Intensity for all other occupations and companies in the region (5-to-1), indicating that companies may not be trying as hard to hire this position.

Occupation Gender Breakdown



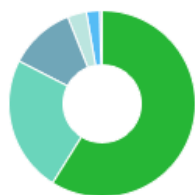
Gender	2016 Jobs	2016 Percent
● Males	19,793	66.1%
● Females	10,158	33.9%

Occupation Age Breakdown



Age	2016 Jobs	2016 Percent
14-18	182	0.6%
19-24	2,368	7.9%
25-34	10,934	36.5%
35-44	8,801	29.4%
45-54	4,803	16.0%
55-64	2,262	7.6%
65+	600	2.0%

Occupation Race/Ethnicity Breakdown



Race/Ethnicity	2016 Jobs	2016 Percent
White	17,637	58.9%
Asian	7,084	23.7%
Hispanic or Latino	3,426	11.4%
Black or African American	986	3.3%
Two or More Races	680	2.3%
Native Hawaiian or Other Pacific Islander	79	0.3%
American Indian or Alaska Native	58	0.2%

Occupational Programs

57 Programs (2014)	7,858 Completions (2014)	2,078 Openings (2014)
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CIP Code	Program	Completions (2014)
11.0701	Computer Science	1,129
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	690
25.0101	Library and Information Science	567
11.0201	Computer Programming/Programmer, General	386
50.0409	Graphic Design	360

Industries Employing CTE DGME

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Internet Publishing and Broadcasting and Web Search Portals	5,172	17.3%	7.6%
Custom Computer Programming Services	2,429	8.1%	2.5%
Motion Picture and Video Production	1,890	6.3%	43.6%
Computer Systems Design Services	1,337	4.5%	2.3%
Graphic Design Services	974	3.3%	31.7%

Appendix A - Occupations

Code	Description
15-1134	Web Developers
25-9011	Audio-Visual and Multimedia Collections Specialists
27-1011	Art Directors
27-1014	Multimedia Artists and Animators
27-1019	Artists and Related Workers, All Other
27-1021	Commercial and Industrial Designers
27-1024	Graphic Designers
27-2012	Producers and Directors
27-3011	Radio and Television Announcers
27-3022	Reporters and Correspondents
27-3099	Media and Communication Workers, All Other
27-4011	Audio and Video Equipment Technicians
27-4012	Broadcast Technicians
27-4013	Radio Operators
27-4014	Sound Engineering Technicians
27-4031	Camera Operators, Television, Video, and Motion Picture
27-4032	Film and Video Editors
27-4099	Media and Communication Equipment Workers, All Other

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