

A woman with long, dark, wavy hair, wearing a dark blazer over a light-colored collared shirt, is looking down at a device she is holding in her hands. The background is blurred, suggesting an office or public setting.

10 Occupations in 5 California Counties

Contents

What is Lightcast Data?	1
Report Parameters	2
Executive Summary	3
Jobs	4
Compensation	7
Job Posting Activity	8
Demographics	12
Occupational Programs	14

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

10 Occupations

11-9199 Managers, All Other

15-1255 Web and Digital Interface Designers

27-3099 Media and Communication Workers, All Other

43-9031 Desktop Publishers

51-5111 Prepress Technicians and Workers

27-1011 Art Directors

27-1014 Special Effects Artists and Animators

27-1019 Artists and Related Workers, All Other

27-1024 Graphic Designers

27-4021 Photographers

5 Counties

6001 Alameda County, CA

6013 Contra Costa County, CA

6075 San Francisco County, CA

6081 San Mateo County, CA

6085 Santa Clara County, CA

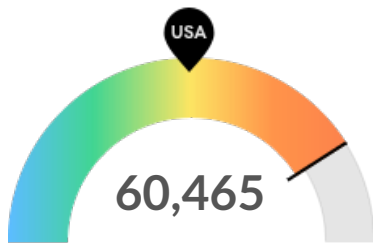
Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupations and geographical areas.

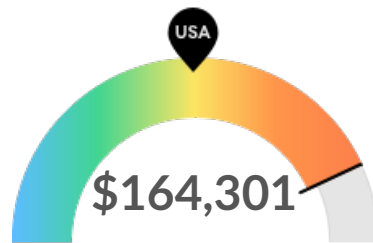
Executive Summary

Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



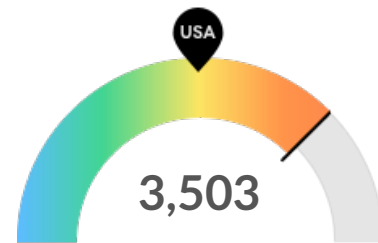
Jobs (2022)

Your area is a hotspot for this kind of job. The national average for an area this size is 24,432* employees, while there are 60,465 here.



Compensation

Earnings are high in your area. The national median salary for your occupations is \$96,548, compared to \$164,301 here.



Job Posting Demand

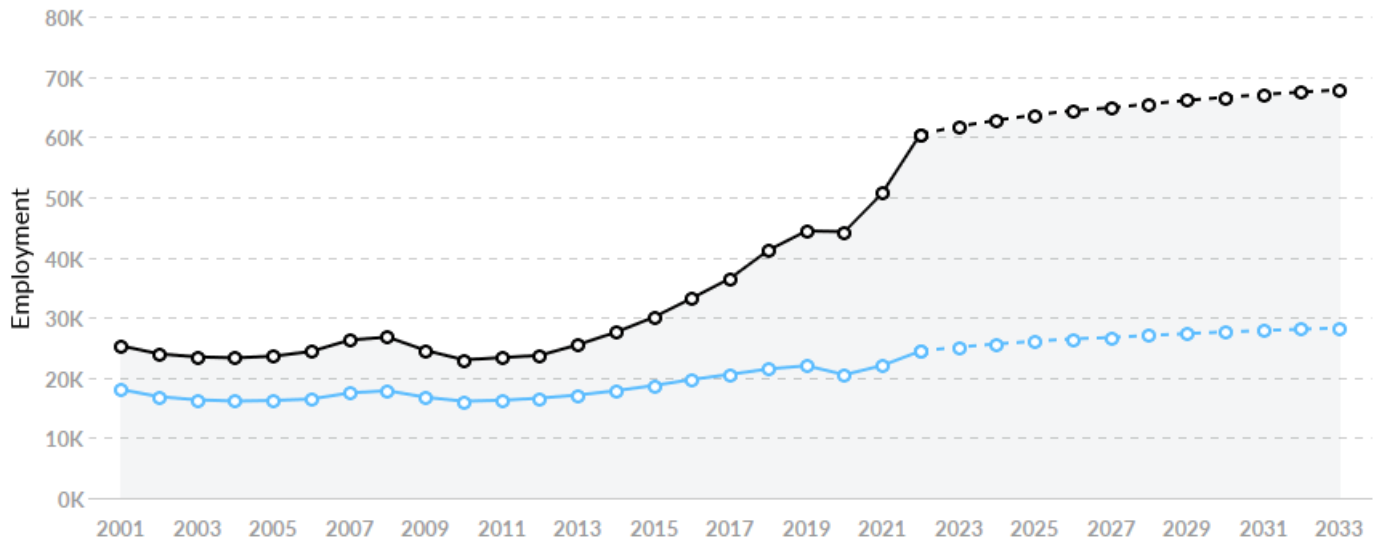
Job posting activity is high in your area. The national average for an area this size is 1,744* job posting/mo, while there are 3,503 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

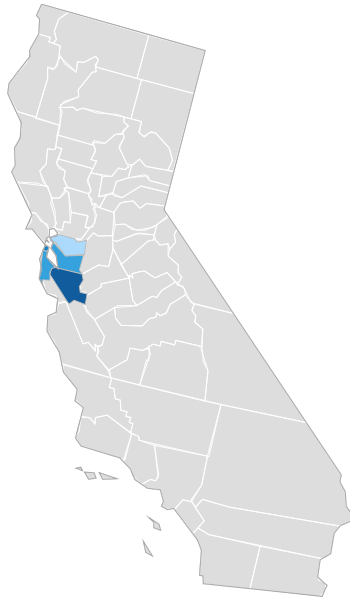
An average area of this size typically has 24,432* jobs, while there are 60,465 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Region	2022 Jobs	2029 Jobs	Change	% Change
● 5 California Counties	60,465	66,052	5,587	9.2%
● National Average	24,432	27,311	2,879	11.8%

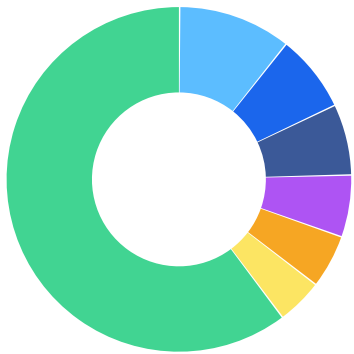
*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



County	2022 Jobs
Santa Clara County, CA	18,719
San Francisco County, CA	16,528
Alameda County, CA	11,349
San Mateo County, CA	9,893
Contra Costa County, CA	3,976

Most Jobs are Found in the Computer Systems Design and Related Services Industry Sector

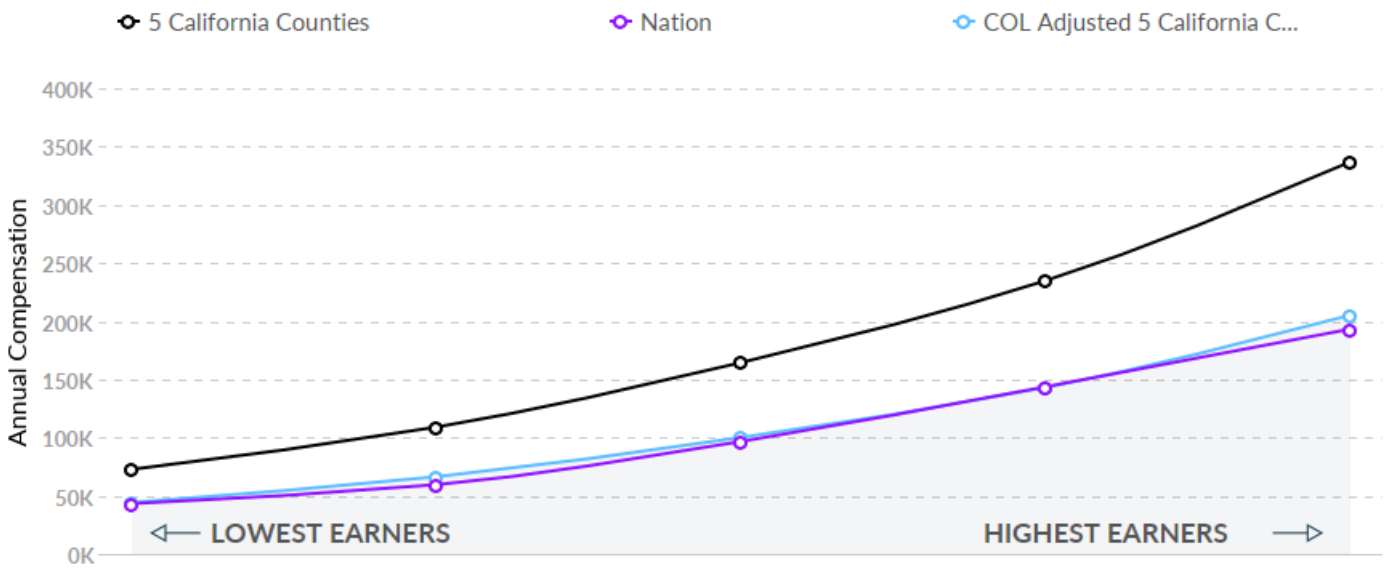


Industry	% of Occupation in Industry (2022)
Computer Systems Design and Related Services	10.6%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	7.3%
Web Search Portals, Libraries, Archives, and Other Information Services	6.7%
Software Publishers	5.8%
Scientific Research and Development Services	5.0%
Local Government, Excluding Education and Hospitals	4.3%
Other	60.3%

Compensation

Regional Compensation Is 70% Higher Than National Compensation

For your occupations, the 2022 median wage in your area is \$164,301, while the national median wage is \$96,548.



Job Posting Activity



66,565 Unique Job Postings

The number of unique postings for this job from Jan 2022 to Jul 2023.



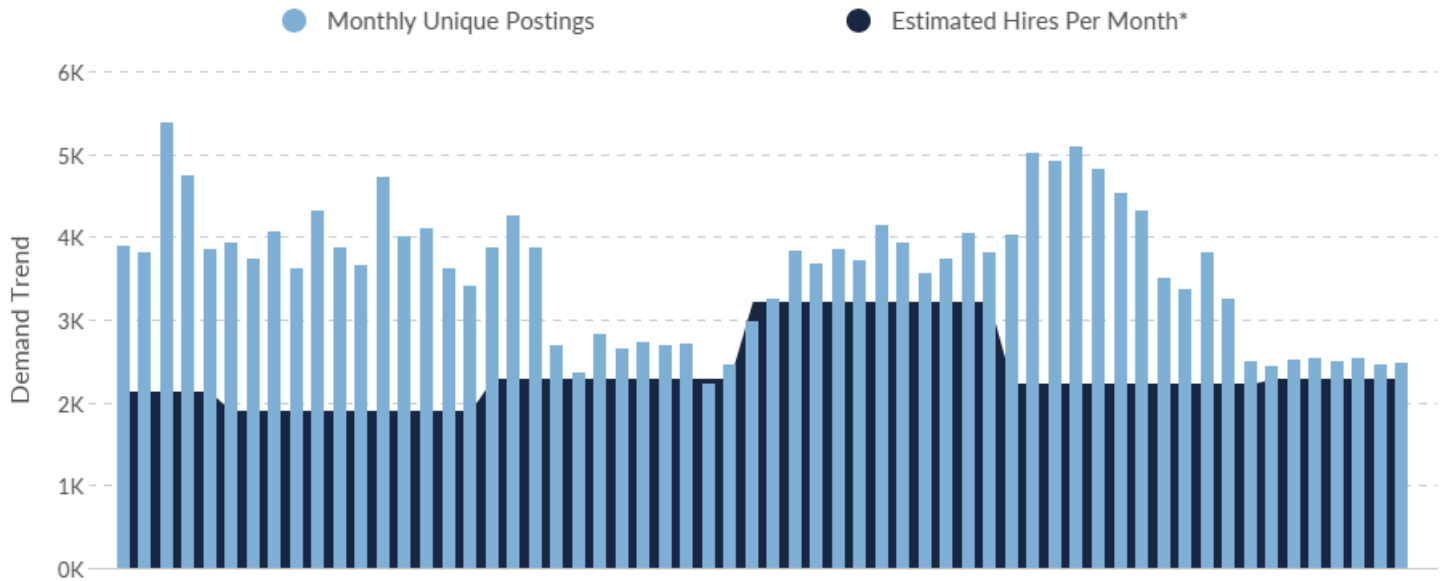
11,448 Employers Competing

All employers in the region who posted for this job from Jan 2022 to Jul 2023.



30 Day Median Duration

Posting duration is the same as what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2022 - Jul 2023)	Avg Monthly Hires (Jan 2022 - Jul 2023)
Managers, All Other	3,052	1,105
Graphic Designers	186	285
Web and Digital Interface Designers	81	375
Art Directors	65	142
Photographers	61	48
Special Effects Artists and Animators	48	165
Prepress Technicians and Workers	6	16
Desktop Publishers	1	5
Media and Communication Workers, All Other	2	97
Artists and Related Workers, All Other	0	5

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Google	1,163 	Program Managers	5,145 
Meta	1,039 	Technical Program Managers	2,527 
University of California	949 	Project Coordinators	2,136 
Deloitte	738 	Graphic Designers	903 
Stanford University	718 	Program Coordinators	578 
Apple	680 	Visual Designers	437 
Randstad	579 	Managers	371 
PricewaterhouseCoopers	566 	Photographers	351 
Amazon	532 	Compliance Managers	324 
The Judge Group	478 	Global Supply Managers	311 

Top Distinguishing Skills by Demand

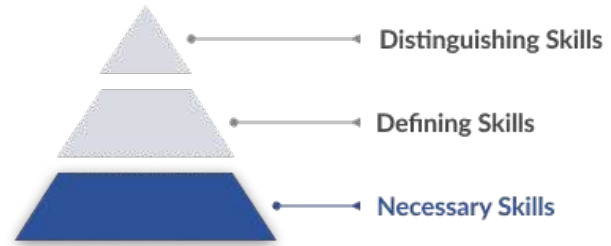
Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

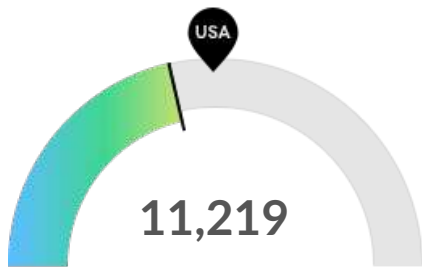
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Project Management	✓	20,211
Marketing	✗	11,805
Finance	✗	6,985
Auditing	✗	5,607
Workflow Management	✗	5,528
Process Improvement	✗	5,101
Agile Methodology	✗	4,799
Computer Science	✗	4,630
Accounting	✗	3,865
Valid Driver's License	✗	3,798

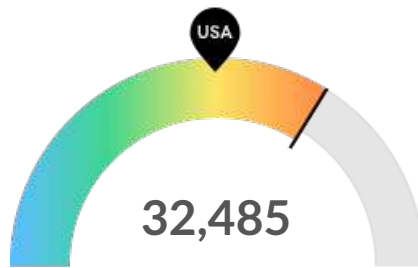
Demographics

Retirement Risk Is Low, While Overall Diversity Is High



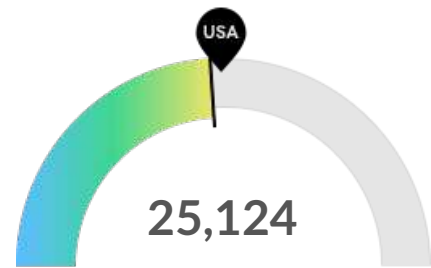
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 13,921* employees 55 or older, while there are 11,219 here.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 19,909* racially diverse employees, while there are 32,485 here.

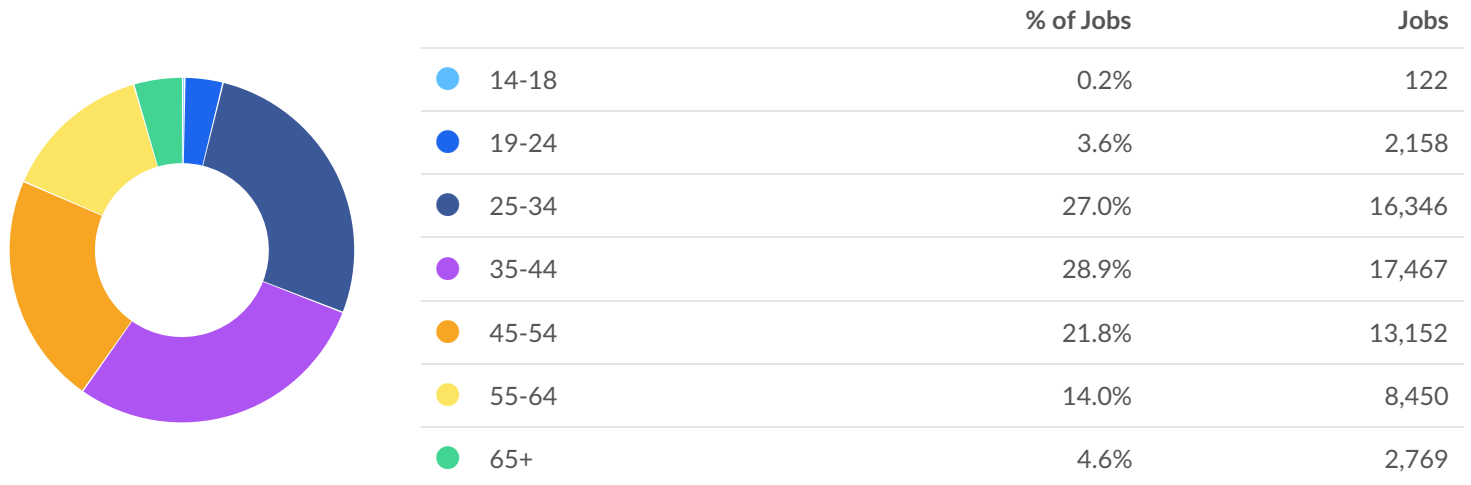


Gender Diversity

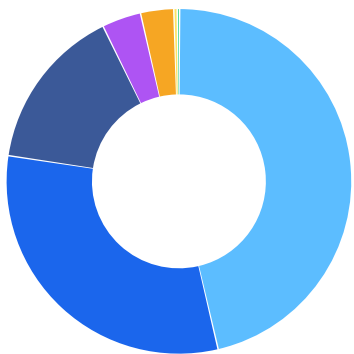
Gender diversity is about average in your area. The national average for an area this size is 26,647* female employees, while there are 25,124 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown

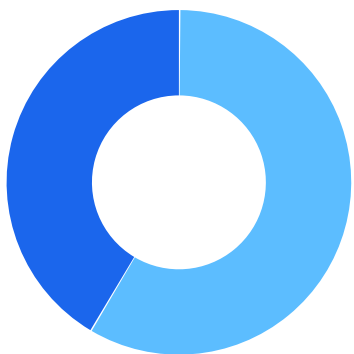


Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	46.3%	27,980
Asian	31.0%	18,768
Hispanic or Latino	15.4%	9,293
Black or African American	3.7%	2,217
Two or More Races	3.1%	1,877
Native Hawaiian or Other Pacific Islander	0.3%	193
American Indian or Alaska Native	0.2%	136

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	58.4%	35,341
Females	41.6%	25,124

Occupational Programs



131 Programs

Of the programs that can train for this job, 131 have produced completions in the last 5 years.



50,921 Completions (2021)







The completions from all regional institutions for all degree types.



14,055 Openings (2021)

The average number of openings for an occupation in the region is 735.

CIP Code	Top Programs	Completions (2021)
52.0201	Business Administration and Management, General	9,194
24.0101	Liberal Arts and Sciences/Liberal Studies	8,587
42.0101	Psychology, General	3,668
11.0701	Computer Science	2,858
09.0101	Speech Communication and Rhetoric	1,979
45.1101	Sociology, General	1,873
45.1001	Political Science and Government, General	1,372
45.0101	Social Sciences, General	1,320
45.0601	Economics, General	1,080
23.0101	English Language and Literature, General	1,053

Top Schools	Completions (2021)	
University of California-Berkeley	6,584	
San Jose State University	5,764	
San Francisco State University	4,635	
California State University-East Bay	3,188	
De Anza College	2,154	
Diablo Valley College	2,044	
University of San Francisco	1,721	
City College of San Francisco	1,677	
Stanford University	1,618	
Chabot College	1,546	

Appendix A - 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 are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

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.