

# Occupation Overview

Emsi Q3 2019 Data Set

October 2019

## Contra Costa Community College District



# Parameters

## Occupations

## Regions

## Timeframe

2019 - 2024

## Datarun

2019.3 – QCEW Employees, Non-QCEW Employees, and Self-Employed

# 6 Occupations in 3 California Counties

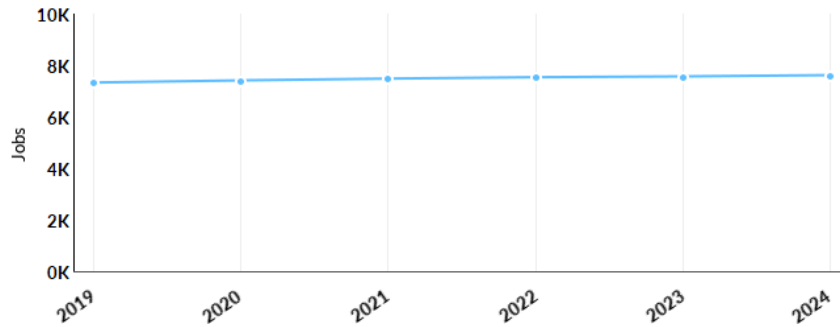
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# Occupation Summary for 6 Occupations

<b>7,323</b> Jobs (2019) 4% below National average	<b>3.9%</b> % Change (2019-2024) Nation: 4.8%	<b>\$33.83/hr</b> Median Hourly Earnings Nation: \$29.36/hr
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## Growth

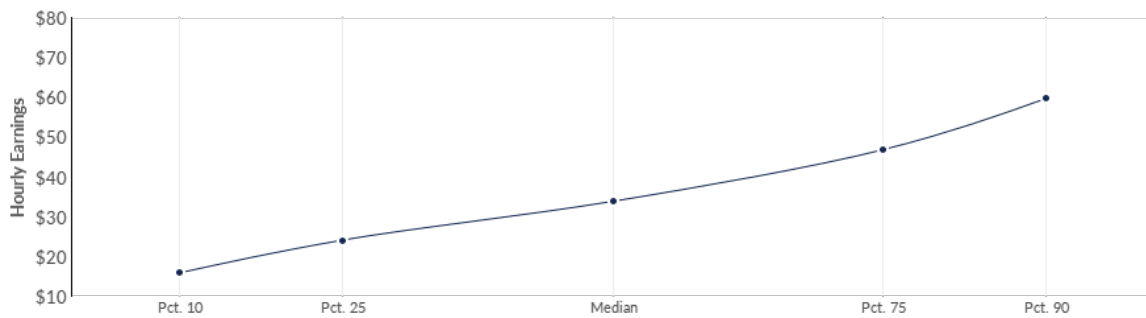
<b>7,323</b> 2019 Jobs	<b>7,612</b> 2024 Jobs	<b>289</b> Change (2019-2024)	<b>3.9%</b> % Change (2019-2024)
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Occupation	2019 Jobs	2024 Jobs	Change	% Change
Advertising and Promotions Managers (11-2011)	315	320	5	2%
Training and Development Specialists (13-1151)	2,524	2,674	150	6%
Reporters and Correspondents (27-3022)	198	168	-30	-15%
Public Relations Specialists (27-3031)	2,782	2,902	120	4%
Editors (27-3041)	998	1,008	10	1%
Technical Writers (27-3042)	507	541	34	7%

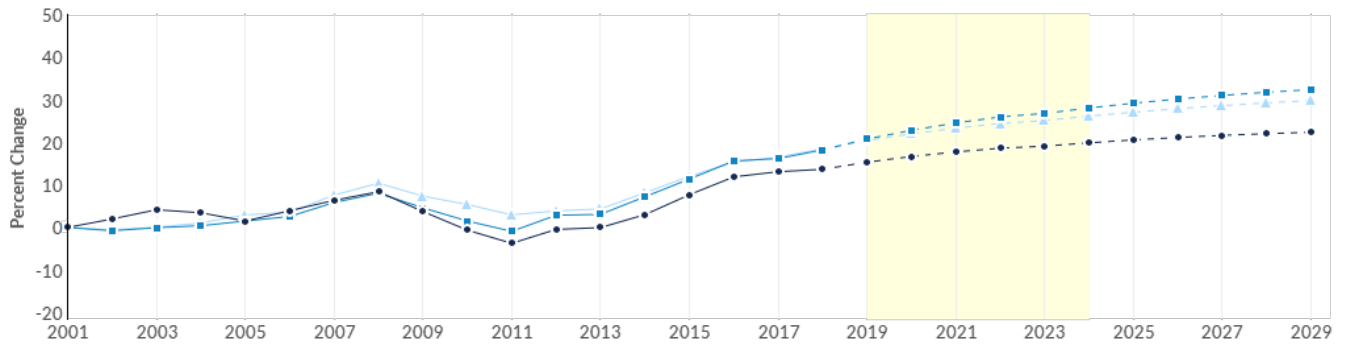
## Percentile Earnings

<b>\$24.08/hr</b> 25th Percentile Earnings	<b>\$33.83/hr</b> Median Earnings	<b>\$46.83/hr</b> 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Advertising and Promotions Managers (11-2011)	\$39.95	\$55.83	\$81.94
Training and Development Specialists (13-1151)	\$25.34	\$35.97	\$47.20
Reporters and Correspondents (27-3022)	\$14.08	\$21.17	\$37.04
Public Relations Specialists (27-3031)	\$24.05	\$31.62	\$43.51
Editors (27-3041)	\$18.94	\$30.64	\$45.66
Technical Writers (27-3042)	\$27.65	\$37.81	\$50.11

# Regional Trends



	Region	2019 Jobs	2024 Jobs	Change	% Change
●	Region	7,323	7,612	289	3.9%
●	California	95,004	100,749	5,745	6.0%
●	United States	842,444	882,556	40,112	4.8%

# Regional Breakdown

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County	2024 Jobs
Alameda County, CA	5,146
Contra Costa County, CA	1,992
Solano County, CA	474

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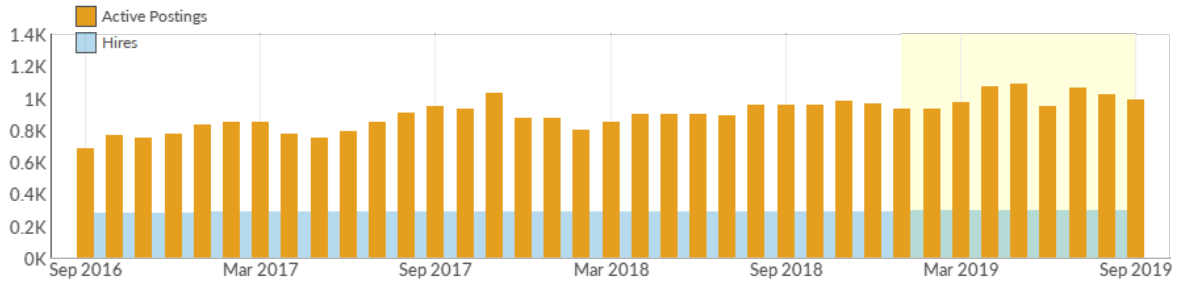
## Job Postings Summary

<b>4,024</b> Unique Postings  15,784 Total Postings	<b>4 : 1</b> Posting Intensity Regional Average: 4 : 1 	<b>32 days</b> Median Posting Duration  Regional Average: 33 days
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There were **15,784** total job postings for your selection from January 2019 to September 2019, of which **4,024** 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 (4-to-1), indicating that they are putting average effort toward hiring for this position.

# Job Postings vs. Hires

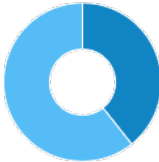
<b>1,001</b> Avg. Monthly Postings (Jan 2019 - Sep 2019)	<b>294</b> Avg. Monthly Hires (Jan 2019 - Sep 2019)
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Occupation	Avg Monthly Postings (Jan 2019 - Sep 2019)	Avg Monthly Hires (Jan 2019 - Sep 2019)
Public Relations Specialists	409	122
Training and Development Specialists	298	112
Technical Writers	144	21
Editors	77	23
Advertising and Promotions Managers	48	12
Reporters and Correspondents	25	4

# Occupation Gender Breakdown

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	Gender	2018 Jobs	2018 Percent
•	Males	2,835	39.3%
•	Females	4,382	60.7%

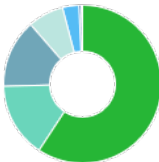
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# Occupation Age Breakdown



	Age	2018 Jobs	2018 Percent
●	14-18	12	0.2%
●	19-24	415	5.8% ■
●	25-34	1,744	24.2% ■■
●	35-44	1,729	24.0% ■■
●	45-54	1,521	21.1% ■■
●	55-64	1,280	17.7% ■■
●	65+	515	7.1% ■

# Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2018 Jobs	2018 Percent	
●	White	4,277	59.3%	<div style="width: 59.3%;"></div>
●	Hispanic or Latino	1,104	15.3%	<div style="width: 15.3%;"></div>
●	Asian	1,010	14.0%	<div style="width: 14.0%;"></div>
●	Black or African American	530	7.3%	<div style="width: 7.3%;"></div>
●	Two or More Races	242	3.3%	<div style="width: 3.3%;"></div>
●	Native Hawaiian or Other Pacific Islander	35	0.5%	<div style="width: 0.5%;"></div>
●	American Indian or Alaska Native	19	0.3%	<div style="width: 0.3%;"></div>

## Occupational Programs

<b>12</b> Programs (2017)		<b>836</b> Completions (2017)	<b>826</b> Openings (2017)
<b>CIP Code</b>	<b>Program</b>	<b>Completions (2017)</b>	
09.0101	Speech Communication and Rhetoric	446	
09.0102	Mass Communication/Media Studies	240	
09.0401	Journalism	79	
23.1302	Creative Writing	38	
52.1401	Marketing/Marketing Management, General	23	

## Industries Employing 6 Occupations

Industry	Occupation Group Jobs in Industry (2018)	% of Occupation Group in Industry (2018)	% of Total Jobs in Industry (2018)
Corporate, Subsidiary, and Regional Managing Offices	372	5.2%	1.4%
Local Government, Excluding Education and Hospitals	313	4.3%	0.6%
Colleges, Universities, and Professional Schools (State Government)	184	2.5%	0.7%
Other Services Related to Advertising	175	2.4%	10.5%
Newspaper Publishers	167	2.3%	20.8%

# 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 also affected by county-level Emsi earnings by industry.

## Emsi 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.

## State Data Sources

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