

# 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

# 3 Occupations in 3 California Counties

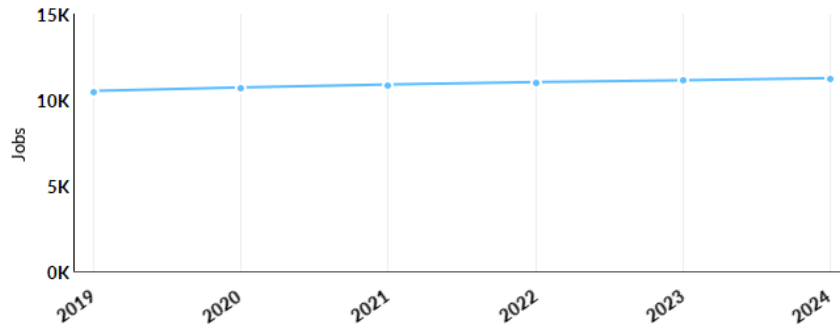
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# Occupation Summary for 3 Occupations

<b>10,498</b> Jobs (2019) 36% above National average	<b>7.1%</b> % Change (2019-2024) Nation: 10.7%	<b>\$32.68/hr</b> Median Hourly Earnings Nation: \$27.56/hr
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## Growth

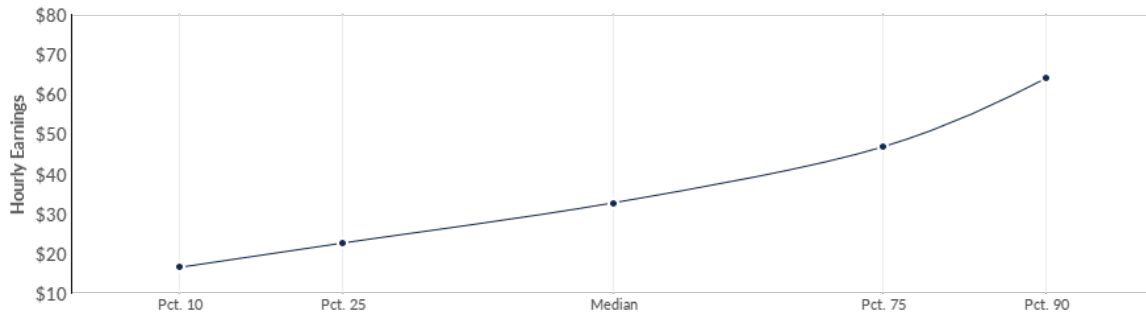
<b>10,498</b> 2019 Jobs	<b>11,243</b> 2024 Jobs	<b>745</b> Change (2019-2024)	<b>7.1%</b> % Change (2019-2024)
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Occupation	2019 Jobs	2024 Jobs	Change	% Change
Market Research Analysts and Marketing Specialists (13-1161)	9,327	10,041	714	8%
Tour and Travel Guides (39-7018)	548	579	31	6%
Travel Agents (41-3041)	624	623	-1	0%

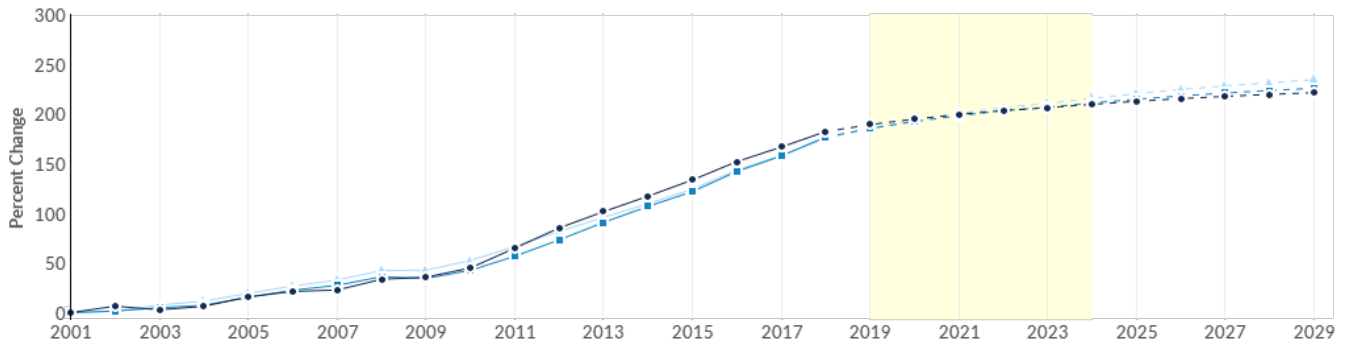
## Percentile Earnings

<b>\$22.59/hr</b> 25th Percentile Earnings	<b>\$32.68/hr</b> Median Earnings	<b>\$46.80/hr</b> 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Market Research Analysts and Marketing Specialists (13-1161)	\$25.01	\$34.58	\$48.59
Tour and Travel Guides (39-7018)	\$12.04	\$14.61	\$20.50
Travel Agents (41-3041)	\$15.09	\$20.91	\$29.34

## Regional Trends



	Region	2019 Jobs	2024 Jobs	Change	% Change
●	Region	10,498	11,243	745	7.1%
●	California	128,620	140,174	11,554	9.0%
●	United States	853,895	945,294	91,399	10.7%

# Regional Breakdown

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County	2024 Jobs
Alameda County, CA	7,599
Contra Costa County, CA	3,177
Solano County, CA	468

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## Job Postings Summary

<b>2,764</b> Unique Postings  11,429 Total Postings	<b>4 : 1</b> Posting Intensity Regional Average: 4 : 1 	<b>35 days</b> Median Posting Duration  Regional Average: 33 days
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There were **11,429** total job postings for your selection from January 2019 to September 2019, of which **2,764** 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.

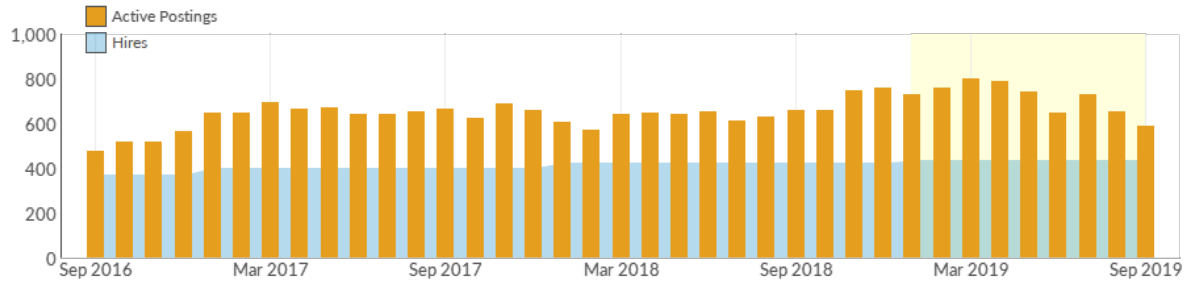
# Job Postings vs. Hires

**715**

**Avg. Monthly Postings (Jan 2019 - Sep 2019)**

**436**

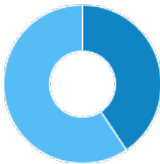
**Avg. Monthly Hires (Jan 2019 - Sep 2019)**



Occupation	Avg Monthly Postings (Jan 2019 - Sep 2019)	Avg Monthly Hires (Jan 2019 - Sep 2019)
Market Research Analysts and Marketing Specialists	699	396
Travel Agents	10	15
Tour and Travel Guides	7	26

# Occupation Gender Breakdown

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	Gender	2018 Jobs	2018 Percent
•	Males	4,162	40.6%
•	Females	6,084	59.4%

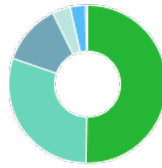
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# Occupation Age Breakdown



	Age	2018 Jobs	2018 Percent
●	14-18	35	0.3%
●	19-24	750	7.3% ■
●	25-34	2,930	28.6% ■■■■
●	35-44	2,586	25.2% ■■■■
●	45-54	1,979	19.3% ■■■■
●	55-64	1,350	13.2% ■■■■
●	65+	615	6.0% ■■

## Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2018 Jobs	2018 Percent	
●	White	5,154	50.3%	<div style="width: 50.3%;"></div>
●	Asian	3,068	29.9%	<div style="width: 29.9%;"></div>
●	Hispanic or Latino	1,278	12.5%	<div style="width: 12.5%;"></div>
●	Black or African American	382	3.7%	<div style="width: 3.7%;"></div>
●	Two or More Races	319	3.1%	<div style="width: 3.1%;"></div>
●	Native Hawaiian or Other Pacific Islander	33	0.3%	<div style="width: 0.3%;"></div>
●	American Indian or Alaska Native	13	0.1%	<div style="width: 0.1%;"></div>

## Occupational Programs

<b>3</b>		<b>67</b>	<b>1,548</b>
Programs (2017)		Completions (2017)	Openings (2017)
CIP Code	Program	Completions (2017)	
52.1905	Tourism and Travel Services Marketing Operations	44	
52.1401	Marketing/Marketing Management, General	23	
52.1804	Selling Skills and Sales Operations	0	

## Industries Employing 3 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	818	8.0%	3.1%
Travel Agencies	404	3.9%	45.1%
Administrative Management and General Management Consulting Services	369	3.6%	6.3%
Other Scientific and Technical Consulting Services	358	3.5%	6.6%
Software Publishers	276	2.7%	4.6%

# 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