Artists and Related Workers
in Peninsula (SF-SM-SC)

Contents

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, resumés, 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

1 Occupation

27-1010   Artists and Related Workers

3 Counties

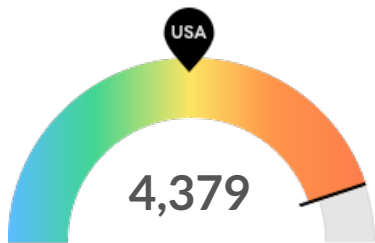|			
6075	San Francisco County, CA	6085	Santa Clara County, CA
6081	San Mateo County, CA		

Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupation and geographical areas.
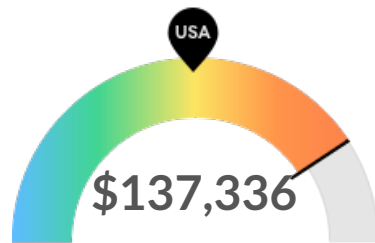
Executive Summary

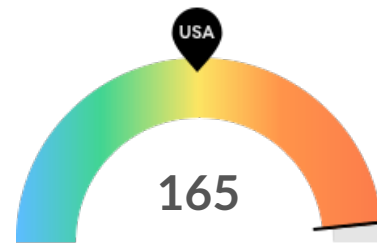## Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs

4,379

Jobs (2015)

Your area is a hotspot for this kind of job. The national average for an area this size is 1,325* employees, while there are 4,379 here.

$137,336

Compensation

Earnings are high in your area. The national median salary for Artists and Related Workers is $93,369, compared to $137,336 here.

165

Job Posting Demand

Job posting activity is high in your area. The national average for an area this size is 33* job postings/mo, while there are 165 here.

*National average values are derived by taking the national value for Artists and Related Workers 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 1,325* jobs, while there are 4,379 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.
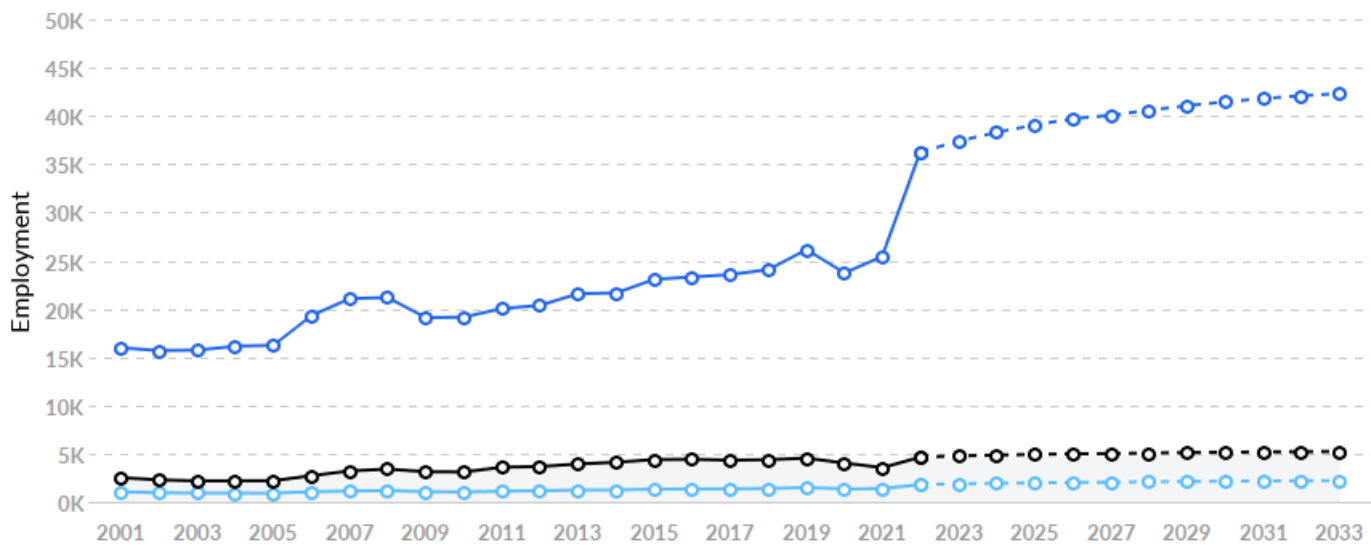
	Region	2015 Jobs	2033 Jobs	Change	% Change
●	Peninsula (SF-SM-SC)	4,379	5,228	848	19.4%
●	National Average	1,325	2,212	887	67.0%
●	California	23,060	42,319	19,259	83.5%

*National average values are derived by taking the national value for Artists and Related Workers 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	2015 Jobs
Santa Clara County, CA	1,767
San Francisco County, CA	1,745
San Mateo County, CA	867

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

Industry	% of Occupation in Industry (2015)
🔵 Computer Systems Design and Related Services	16.0%
🔵 Software Publishers	13.4%
🔵 Advertising, Public Relations, and Related Services	12.1%
🟣 Motion Picture and Video Industries	9.9%
🟠 Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	9.7%
🟡 Web Search Portals, Libraries, Archives, and Other Information Services	5.6%
🟢 Other	33.3%

Compensation

Regional Compensation Is 47% Higher Than National Compensation

For Artists and Related Workers, the 2022 median wage in your area is $137,336, while the national median wage is $93,369.
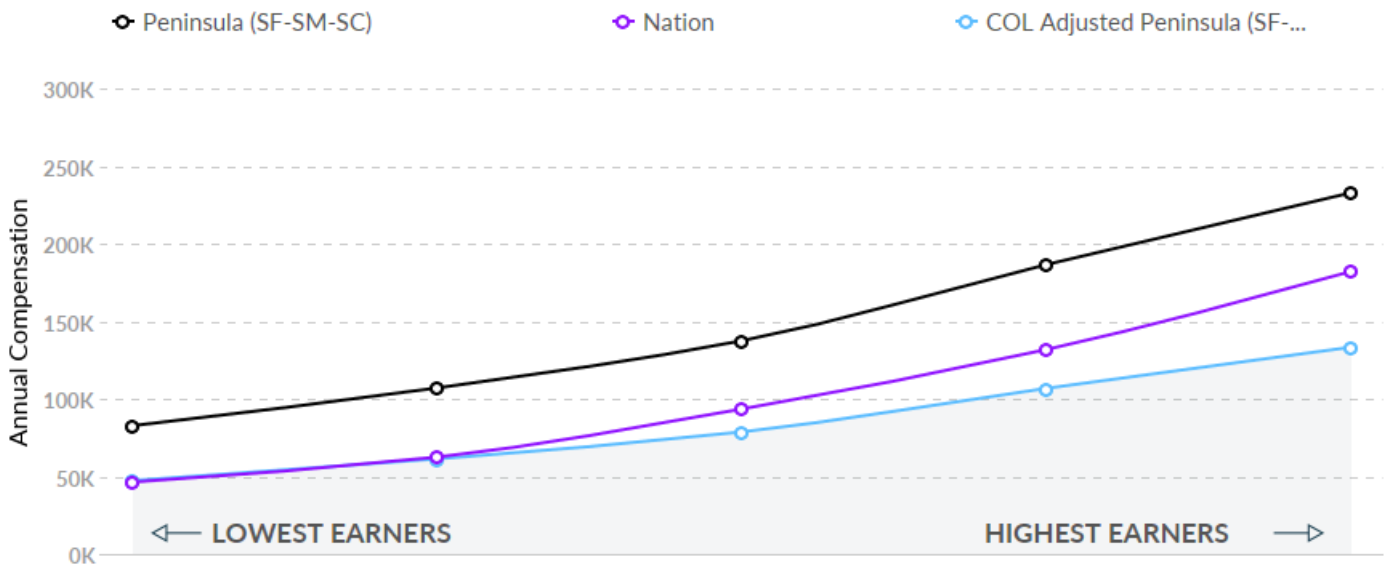
Job Posting Activity

13,900 Unique Job Postings

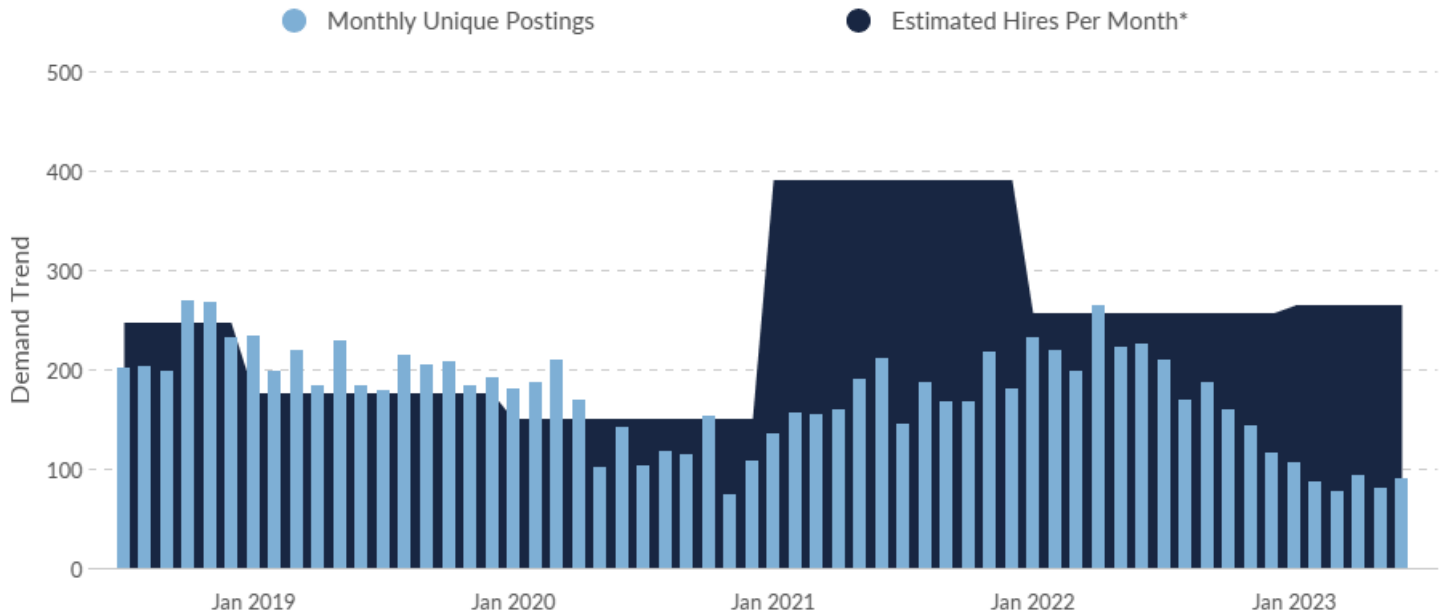The number of unique postings for this job from Jan 2015 to Dec 2021.

2,251 Employers Competing

All employers in the region who posted for this job from Jan 2015 to Dec 2021.

26 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.

Occupation	Avg Monthly Postings (Jan 2015 - Dec 2021)	Avg Monthly Hires (Jan 2015 - Dec 2021)
Artists and Related Workers	180	240

*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	
Apple	382	▰▰▰	Interaction Designers	1,843	▰▰▰▰
Meta	315	▰▰▰	Art Directors	1,404	▰▰▰
Randstad	257	▰▰	Creative Directors	1,114	▰▰▰
Activision Blizzard	211	▰▰	Technical Artists	468	▰
Google	208	▰▰	Associate Creative Directors	421	▰
Electronic Arts	205	▰▰	Motion Graphics Designers	363	▰
CyberCoders	199	▰▰	UX Interaction Designers	266	▪
Robert Half	186	▰▰	3D Artists	238	▪
The Creative Group	179	▰	Interactive Designers	231	▪
Estée Lauder	164	▰	VFX Artists	214	▪

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.
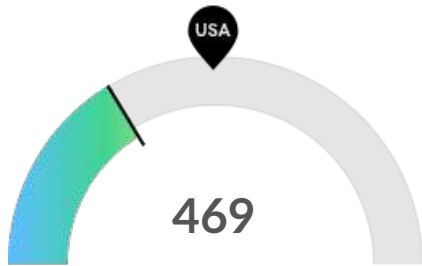
Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

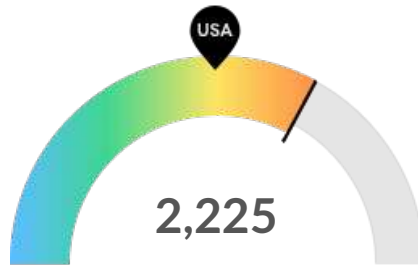Not enough data to display Necessary Skills for this occupation.

Demographics

Retirement Risk Is Low, While Overall Diversity Is High
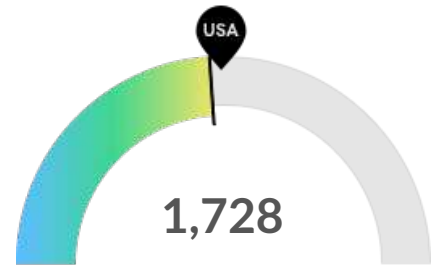
469
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 822* employees 55 or older, while there are 469 here.

2,225
Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 1,436* racially diverse employees, while there are 2,225 here.

1,728
Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 1,838* female employees, while there are 1,728 here.

*National average values are derived by taking the national value for Artists and Related Workers 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

	% of Jobs	Jobs
14-18	0.4%	17
19-24	4.0%	185
25-34	36.6%	1,703
35-44	31.5%	1,468
45-54	17.5%	813
55-64	7.2%	336
65+	2.8%	133
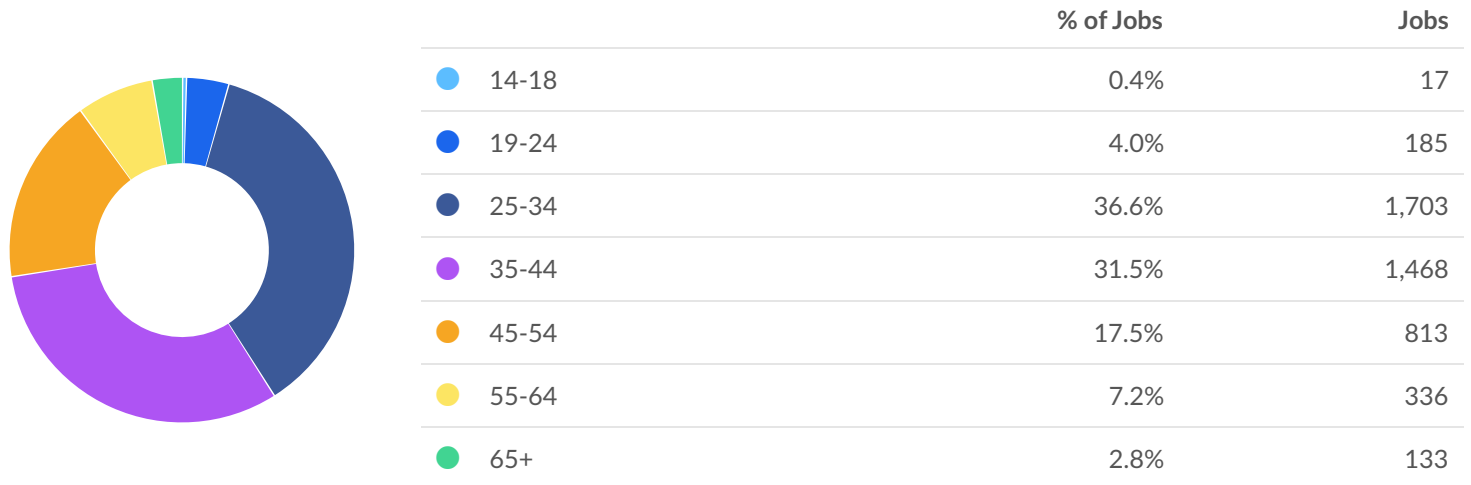
Occupation Race/Ethnicity Breakdown
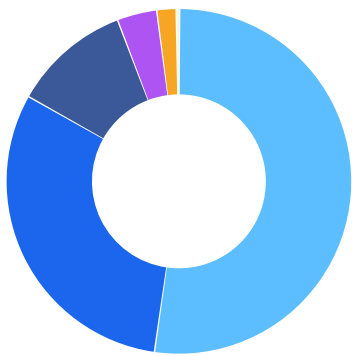
		% of Jobs	Jobs
●	White	52.2%	2,430
●	Asian	30.9%	1,438
●	Hispanic or Latino	11.0%	514
●	Two or More Races	3.7%	173
●	Black or African American	1.8%	84
●	Native Hawaiian or Other Pacific Islander	0.2%	8
●	American Indian or Alaska Native	0.2%	7

Occupation Gender Breakdown

		% of Jobs	Jobs
●	Males	62.9%	2,928
●	Females	37.1%	1,728

Occupational Programs

33 Programs

Of the programs that can train for this job, 33 have produced completions in the last 5 years.

2,834 Completions (2021)

The completions from all regional institutions for all degree types.

1,482 Openings (2021)

The average number of openings for an occupation in the region is 491.

CIP Code	Top Programs	Completions (2021)	
24.0103	Humanities/Humanistic Studies	518	
10.0304	Animation, Interactive Technology, Video Graphics, and Spe…	366	
50.0701	Art/Art Studies, General	261	
50.0702	Fine/Studio Arts, General	232	
11.0801	Web Page, Digital/Multimedia and Information Resources D…	165	
11.0803	Computer Graphics	160	
50.0499	Design and Applied Arts, Other	143	
11.0804	Modeling, Virtual Environments and Simulation	140	
50.0401	Design and Visual Communications, General	139	
50.0409	Graphic Design	115	

Top Schools	Completions (2021)	
Academy of Art University	917	
San Jose State University	386	
City College of San Francisco	259	
California College of the Arts	207	
San Francisco State University	203	
De Anza College	123	
Cogswell University of Silicon Valley	95	
San Jose City College	92	
Evergreen Valley College	75	
Mission College	74	

Appendix A

Artists and Related Workers in Peninsula (SF-SM-SC)

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 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.