

Occupation Overview

Emsi Q1 2017 Data Set

March 2017

Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Parameters

Occupations

Code	Description
27-1011	Art Directors
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators
27-1014	Multimedia Artists and Animators
27-1019	Artists and Related Workers, All Other
27-1021	Commercial and Industrial Designers
27-1024	Graphic Designers
27-3099	Media and Communication Workers, All Other
43-9031	Desktop Publishers

Regions

Code	Description
55011	Buffalo County, WI
55023	Crawford County, WI
55053	Jackson County, WI
55057	Juneau County, WI
55063	La Crosse County, WI
55081	Monroe County, WI
55121	Trempealeau County, WI
55123	Vernon County, WI

Timeframe

2018 - 2022

Datarun

2017.1 – Employees

SOC	Description	2018 Jobs	2022 Jobs	2018 - 2022 Change	2018 - 2022 % Change	2018 - 2022 Openings	Annual Openings	Median Hourly Earnings
27-1011	Art Directors	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1014	Multimedia Artists and Animators	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1019	Artists and Related Workers, All Other	12	11	(1)	(8%)	<10	Insf. Data	\$22.28
27-1021	Commercial and Industrial Designers	40	45	5	13%	<10	Insf. Data	\$21.69
27-1024	Graphic Designers	158	163	5	3%	20	5	\$18.25
27-3099	Media and Communication Workers, All Other	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
43-9031	Desktop Publishers	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
		243	254	11	5%	35	9	\$19.39

Occupation Summary for Graphic Design 2015 (AED)

234 Jobs (2016) 37% below National average	4.5% % Change (2018-2022) Nation: 2.9%	\$19.39/hr Median Hourly Earnings Nation: \$26.65/hr
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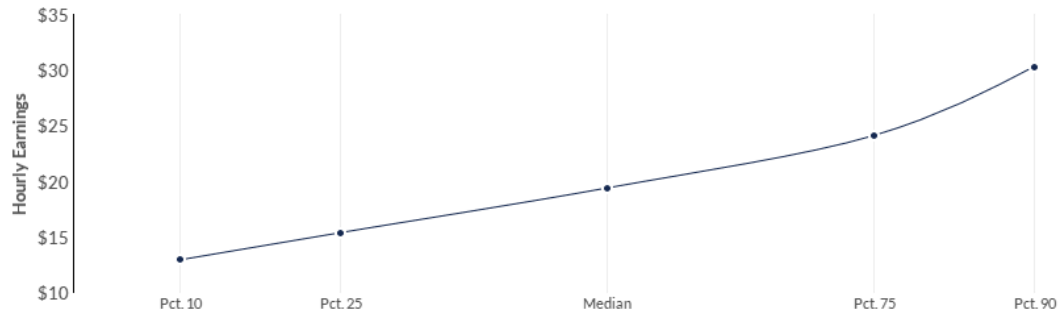
Growth

243 2018 Jobs	254 2022 Jobs	11 Change (2018-2022)	4.5% % Change (2018-2022)
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Occupation	2018 Jobs	2022 Jobs	Change	% Change
Art Directors (27-1011)	7	7	0	0%
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	4	4	0	0%
Multimedia Artists and Animators (27-1014)	5	5	0	0%
Artists and Related Workers, All Other (27-1019)	12	11	-1	-8%
Commercial and Industrial Designers (27-1021)	40	45	5	13%
Graphic Designers (27-1024)	158	163	5	3%
Media and Communication Workers, All Other (27-3099)	8	9	1	13%
Desktop Publishers (43-9031)	9	9	0	0%

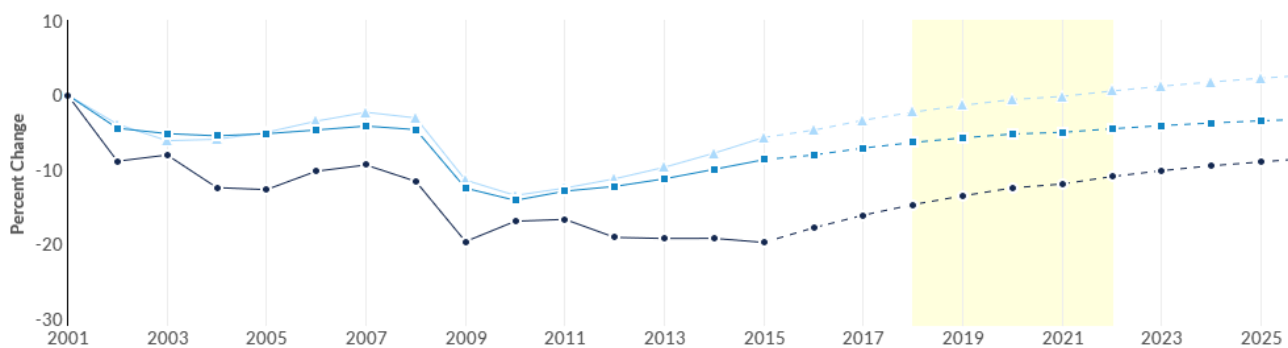
Percentile Earnings

\$15.37/hr 25th Percentile Earnings	\$19.39/hr Median Earnings	\$24.12/hr 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Art Directors (27-1011)	\$25.04	\$28.51	\$32.89
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	\$13.01	\$15.39	\$18.53
Multimedia Artists and Animators (27-1014)	\$19.60	\$20.76	\$22.34
Artists and Related Workers, All Other (27-1019)	\$17.81	\$22.28	\$27.50
Commercial and Industrial Designers (27-1021)	\$18.14	\$21.69	\$26.38
Graphic Designers (27-1024)	\$13.89	\$18.25	\$23.20
Media and Communication Workers, All Other (27-3099)	\$17.77	\$20.04	\$23.19
Desktop Publishers (43-9031)	\$16.40	\$20.24	\$24.80

Regional Trends





	Region	2018 Jobs	2022 Jobs	Change	% Change
•	Region	243	254	11	4.5%
•	State	7,655	7,806	151	2.0%
•	Nation	381,894	392,959	11,065	2.9%

Regional Breakdown



County	2022 Jobs
La Crosse County, WI	119
Trempealeau County, WI	48
Monroe County, WI	39
Crawford County, WI	20
Juneau County, WI	12

Occupation Gender Breakdown








	Gender	2016 Jobs	2016 Percent
•	Males	114	48.9% 
•	Females	120	51.1% 

Occupation Age Breakdown

	Age	2016 Jobs	2016 Percent
•	14-18	2	0.7% 
•	19-24	19	8.3% 
•	25-34	74	31.6% 
•	35-44	49	20.7% 
•	45-54	52	22.0% 

	Age	2016 Jobs	2016 Percent
•	55-64	32	13.7% 
•	65+	7	2.9% 

Occupation Race/Ethnicity Breakdown

	Race/Ethnicity	2016 Jobs	2016 Percent
•	White	216	92.4% 
•	Asian	8	3.4% 
•	Hispanic or Latino	5	2.3% 
•	Two or More Races	2	0.7% 
•	Black or African American	1	0.6% 
•	American Indian or Alaska Native	1	0.6% 
•	Native Hawaiian or Other Pacific Islander	0	0.0% 

Occupational Programs

8 Programs (2015)		65 Completions (2015)	13 Openings (2015)
CIP Code	Program	Completions (2015)	
50.0409	Graphic Design	35	
50.0701	Art/Art Studies, General	17	
50.0401	Design and Visual Communications, General	8	
50.0702	Fine/Studio Arts, General	5	
10.0105	Communications Technology/Technician	0	

Industries Employing Graphic Design 2015 (AED)

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
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Race/Ethnicity	2016 Jobs	2016 Percent	
Commercial Printing (except Screen and Books)	35	15.0%	3.5%
Commercial Screen Printing	26	10.9%	3.4%
Upholstered Household Furniture Manufacturing	21	8.9%	0.5%
Mail-Order Houses	11	4.9%	1.4%
Corporate, Subsidiary, and Regional Managing Offices	10	4.5%	0.4%

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.

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: Illinois Department of Employment Security, Employment Projections; Iowa Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information