

Occupation Overview

Emsi Q1 2017 Data Set

March 2017

Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Parameters

Occupations

16 items selected. See Appendix A for details.

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

Digital Media Production 2017 in Western Technical College District

SOC	Description	2018 Jobs	2022 Jobs	2018 - 2022 Change	2018 - 2022 % Change	2018 - 2022 Openings	Annual Openings	Median Hourly Earnings
25-9011	Audio-Visual and Multimedia Collections Specialists	<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
27-1021	Commercial and Industrial Designers	40	45	5	13%	<10	Insf. Data	\$21.69
27-1026	Merchandise Displayers and Window Trimmers	45	46	1	2%	<10	Insf. Data	\$12.51
27-1027	Set and Exhibit Designers	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1029	Designers, All Other	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-2012	Producers and Directors	32	33	1	3%	<10	Insf. Data	\$17.58
27-3099	Media and Communication Workers, All Other	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-4011	Audio and Video Equipment Technicians	31	32	1	3%	<10	Insf. Data	\$15.24
27-4012	Broadcast Technicians	31	30	(1)	(3%)	<10	Insf. Data	\$17.62
27-4014	Sound Engineering Technicians	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-4021	Photographers	34	34	0	0%	<10	Insf. Data	\$14.46
27-4031	Camera Operators, Television, Video, and Motion Picture	13	12	(1)	(8%)	<10	Insf. Data	\$14.86
27-4032	Film and Video Editors	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-4099	Media and Communication Equipment Workers, All Other	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data

51-9151	Photographic Process Workers and Processing Machine Operators	35	32	(3)	(9%)	<10	Insf. Data	\$13.58
		316	323	7	2%	41	10	\$16.67

Occupation Summary for Digital Media Production

310 Jobs (2016) 48% below National average	2.2% % Change (2018-2022) Nation: 3.3%	\$16.67/hr Median Hourly Earnings Nation: \$23.97/hr
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Growth

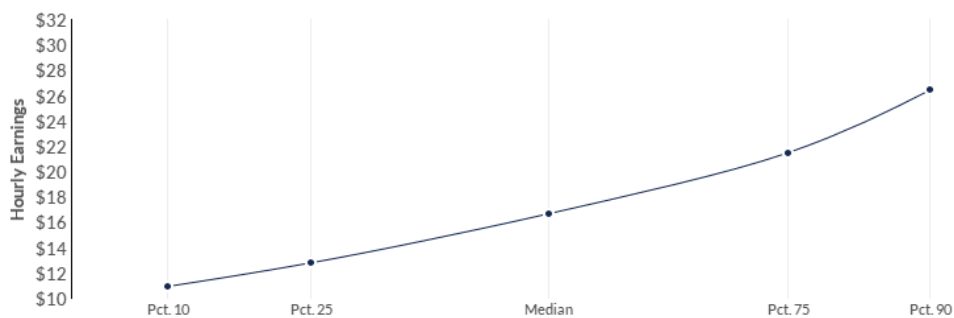
316 2018 Jobs	323 2022 Jobs	7 Change (2018-2022)	2.2% % Change (2018-2022)
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Occupation	2018 Jobs	2022 Jobs	Change	% Change
Audio-Visual and Multimedia Collections Specialists (25-9011)	9	9	0	0%
Multimedia Artists and Animators (27-1014)	5	5	0	0%
Commercial and Industrial Designers (27-1021)	40	45	5	13%
Merchandise Displayers and Window Trimmers (27-1026)	45	46	1	2%
Set and Exhibit Designers (27-1027)	4	5	1	25%
Designers, All Other (27-1029)	7	7	0	0%
Producers and Directors (27-2012)	32	33	1	3%
Media and Communication Workers, All Other (27-3099)	8	9	1	13%
Audio and Video Equipment Technicians (27-4011)	31	32	1	3%
Broadcast Technicians (27-4012)	31	30	-1	-3%
Sound Engineering	8	9	1	13%

Occupation	2018 Jobs	2022 Jobs	Change	% Change
Technicians (27-4014)				
Photographers (27-4021)	34	34	0	0%
Camera Operators, Television, Video, and Motion Picture (27-4031)	13	12	-1	-8%
Film and Video Editors (27-4032)	5	6	1	20%
Media and Communication Equipment Workers, All Other (27-4099)	8	8	0	0%
Photographic Process Workers and Processing Machine Operators (51-9151)	35	32	-3	-9%

Percentile Earnings

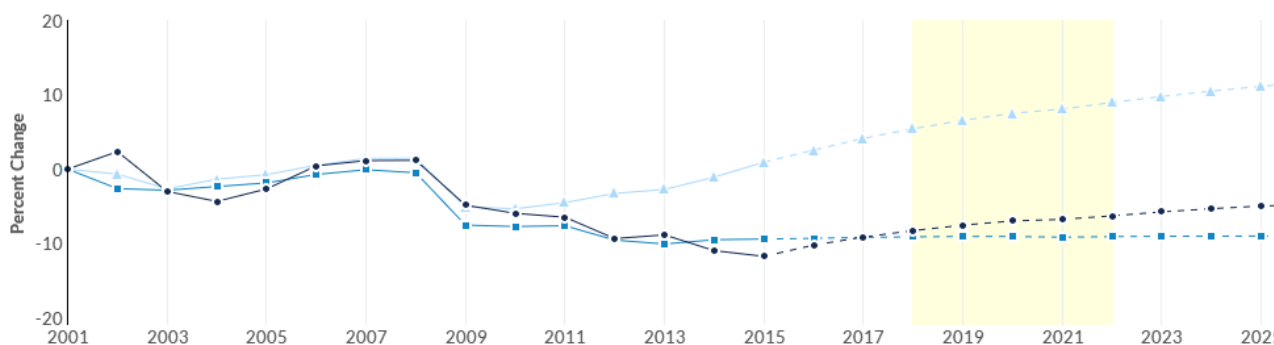
\$12.78/hr 25th Percentile Earnings	\$16.67/hr Median Earnings	\$21.46/hr 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Audio-Visual and Multimedia Collections Specialists (25-9011)	\$14.09	\$17.79	\$21.76
Multimedia Artists and Animators (27-1014)	\$19.60	\$20.76	\$22.34
Commercial and Industrial Designers (27-1021)	\$18.14	\$21.69	\$26.38
Merchandise Displayers and Window Trimmers (27-1026)	\$9.31	\$12.51	\$16.20
Set and Exhibit Designers (27-1027)	\$14.06	\$16.92	\$20.53
Designers, All Other (27-1029)	\$15.38	\$17.83	\$21.86

Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Producers and Directors (27-2012)	\$13.30	\$17.58	\$23.56
Media and Communication Workers, All Other (27-3099)	\$17.77	\$20.04	\$23.19
Audio and Video Equipment Technicians (27-4011)	\$11.37	\$15.24	\$19.86
Broadcast Technicians (27-4012)	\$11.43	\$17.62	\$24.32
Sound Engineering Technicians (27-4014)	\$17.64	\$21.29	\$28.44
Photographers (27-4021)	\$10.10	\$14.46	\$20.00
Camera Operators, Television, Video, and Motion Picture (27-4031)	\$9.47	\$14.86	\$21.22
Film and Video Editors (27-4032)	\$18.25	\$22.98	\$28.92
Media and Communication Equipment Workers, All Other (27-4099)	\$19.85	\$25.30	\$28.92
Photographic Process Workers and Processing Machine Operators (51-9151)	\$10.93	\$13.58	\$17.05

Regional Trends



	Region	2018 Jobs	2022 Jobs	Change	% Change
●	Region	316	323	7	2.2%
●	State	8,960	8,962	2	0.0%
●	Nation	608,505	628,856	20,351	3.3%

Region	2018 Jobs	2022 Jobs	Change	% Change
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Regional Breakdown

County	2022 Jobs
La Crosse County, WI	193
Trempealeau County, WI	38
Monroe County, WI	29
Crawford County, WI	22
Vernon County, WI	18

Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent
Males	185	59.9%
Females	124	40.1%

Occupation Age Breakdown

Age	2016 Jobs	2016 Percent
14-18	5	1.5%
19-24	46	15.0%
25-34	88	28.4%
35-44	57	18.3%
45-54	60	19.4%
55-64	45	14.4%
65+	9	3.0%

Occupation Race/Ethnicity Breakdown

	Race/Ethnicity	2016 Jobs	2016 Percent
●	White	288	93.0%
●	Asian	7	2.3%
●	Hispanic or Latino	5	1.7%
●	American Indian or Alaska Native	3	1.1%
●	Black or African American	3	1.0%
●	Two or More Races	3	1.0%
●	Native Hawaiian or Other Pacific Islander	0	0.0%

Occupational Programs

11 Programs (2015)		87 Completions (2015)	15 Openings (2015)
CIP Code	Program	Completions (2015)	
50.0409	Graphic Design	35	
50.0501	Drama and Dramatics/Theatre Arts, General	22	
50.0701	Art/Art Studies, General	17	
50.0401	Design and Visual Communications, General	8	
50.0509	Musical Theatre	4	

Industries Employing Digital Media Production

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Television Broadcasting	39	12.6%	30.2%
Radio Stations	27	8.9%	13.6%
Photography Studios, Portrait	18	5.7%	51.4%
Upholstered Household Furniture Manufacturing	17	5.6%	0.4%
Colleges, Universities, and Professional Schools (Local Government)	12	3.7%	0.7%

Appendix A - Occupations

Code	Description
25-9011	Audio-Visual and Multimedia Collections Specialists
27-1014	Multimedia Artists and Animators
27-1021	Commercial and Industrial Designers
27-1026	Merchandise Displayers and Window Trimmers
27-1027	Set and Exhibit Designers
27-1029	Designers, All Other
27-2012	Producers and Directors
27-3099	Media and Communication Workers, All Other
27-4011	Audio and Video Equipment Technicians
27-4012	Broadcast Technicians
27-4014	Sound Engineering Technicians
27-4021	Photographers
27-4031	Camera Operators, Television, Video, and Motion Picture
27-4032	Film and Video Editors
27-4099	Media and Communication Equipment Workers, All Other
51-9151	Photographic Process Workers and Processing Machine Operators

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 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