

Occupation Overview

EMSI Q2 2015 Data Set

Graphic Design Program
October 2015

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

2016 - 2020

Datarun

2015.2 – Employees

Graphic Design 2015 (AED) in 8 Counties

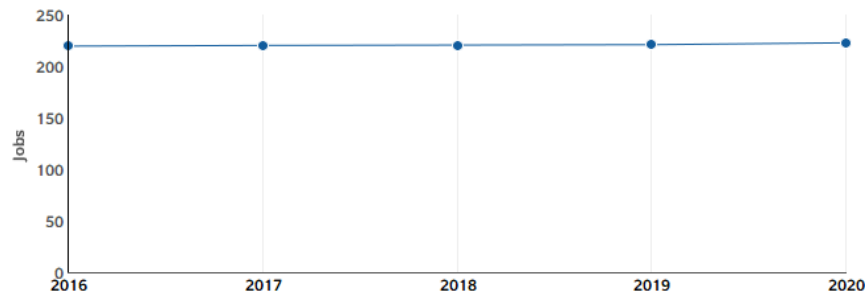
SOC	Description	2016 Jobs	2020 Jobs	2016 - 2020 Change	2016 - 2020 % Change	Openings	Annual Openings	Median Hourly Earnings
27-1011	Art Directors	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators	<10	<10	Insf. Data	Insf. Data	<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	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1021	Commercial and Industrial Designers	24	24	0	0%	<10	Insf. Data	\$22.69
27-1024	Graphic Designers	148	150	2	1%	19	5	\$16.30
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
		220	223	3	1%	28	7	\$17.93

Occupation Summary for Graphic Design 2015 (AED)

220	1.5%	\$17.93/hr
Jobs (2015)	% Change (2016-2020)	Median Hourly Earnings
40% below National average	Nation: 2.4%	Nation: \$25.26/hr

Growth

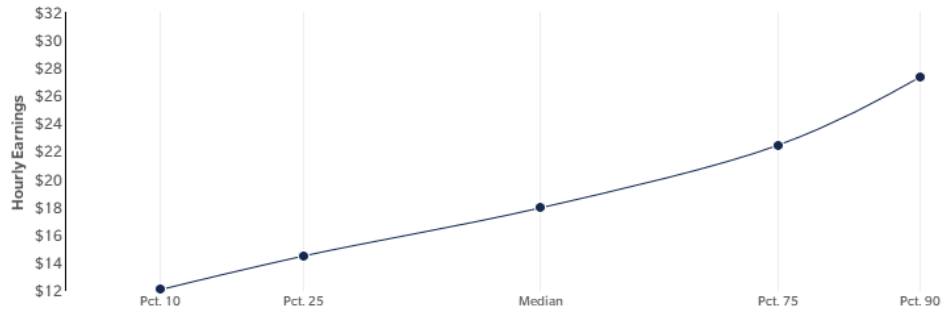
220 2016 Jobs	223 2020 Jobs	3 Change (2016-2020)	1.5% % Change (2016-2020)
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Occupation	2016 Jobs	2020 Jobs	Change	% Change
Art Directors (27-1011)	9	9	0	0%
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	5	5	0	0%
Multimedia Artists and Animators (27-1014)	5	6	1	20%
Artists and Related Workers, All Other (27-1019)	10	10	0	0%
Commercial and Industrial Designers (27-1021)	24	24	0	0%
Graphic Designers (27-1024)	148	150	2	1%
Media and Communication Workers, All Other (27-3099)	9	9	0	0%
Desktop Publishers (43-9031)	10	10	0	0%

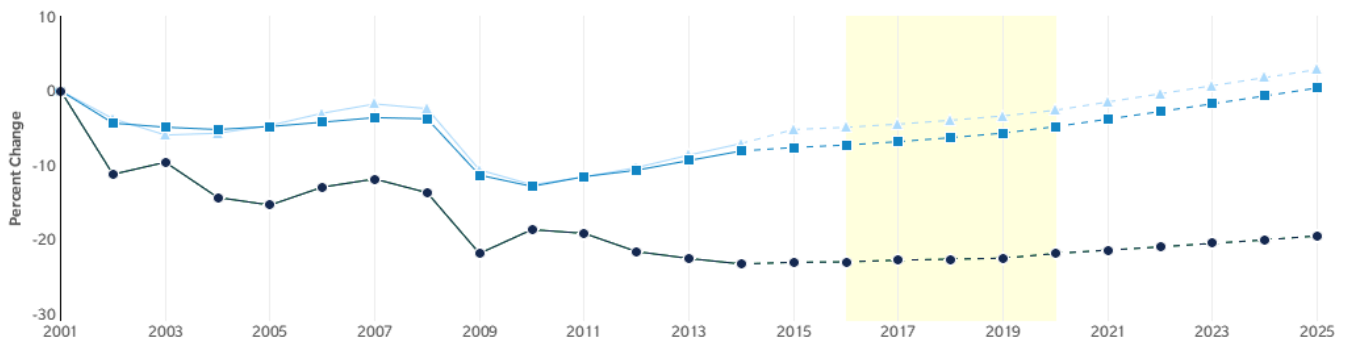
Percentile Earnings

\$14.46/hr 25th Percentile Earnings	\$17.93/hr Median Earnings	\$22.43/hr 75th Percentile Earnings
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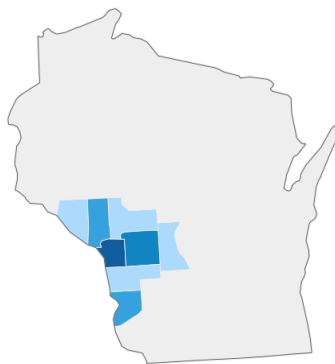
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Art Directors (27-1011)	\$21.20	\$27.90	\$35.56
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	\$14.23	\$16.17	\$18.66
Multimedia Artists and Animators (27-1014)	\$16.24	\$20.68	\$25.50
Artists and Related Workers, All Other (27-1019)	\$16.08	\$19.47	\$23.51
Commercial and Industrial Designers (27-1021)	\$18.74	\$22.69	\$27.20
Graphic Designers (27-1024)	\$13.20	\$16.30	\$20.54
Media and Communication Workers, All Other (27-3099)	\$13.34	\$18.77	\$25.92
Desktop Publishers (43-9031)	\$15.71	\$19.17	\$23.48

Regional Trends



	Region	2016 Jobs	2020 Jobs	Change	% Change
●	Region	220	223	3	1.4%
●	State	7,351	7,547	196	2.7%
●	Nation	362,760	371,518	8,758	2.4%
●	Western Technical College District	220	223	3	1.4%

Regional Breakdown



County	2020 Jobs
La Crosse County, WI	114
Monroe County, WI	33
Trempealeau County, WI	25
Crawford County, WI	24
Juneau County, WI	11

Occupation Gender Breakdown



	Gender	2015 Jobs	2015 Percent
•	Males	114	51.9%
•	Females	106	48.1%

Occupation Age Breakdown



	Age	2015 Jobs	2015 Percent
•	14-18	1	0.6%
•	19-24	19	8.8%
•	25-34	64	29.1%
•	35-44	46	21.1%
•	45-54	50	22.6%
•	55-64	32	14.3%
•	65+	7	3.4%

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2015 Jobs	2015 Percent
●	White	206	93.5%
●	Asian	8	3.5%
●	Hispanic or Latino	3	1.4%
●	Black or African American	1	0.7%
●	Two or More Races	1	0.5%
●	American Indian or Alaska Native	1	0.4%
●	Native Hawaiian or Other Pacific Islander	0	0.0%

Occupational Programs

8 Programs (2014)		47 Completions (2014)	8 Openings (2014)
CIP Code	Program	Completions (2014)	
50.0409	Graphic Design	20	
50.0701	Art/Art Studies, General	17	
50.0401	Design and Visual Communications, General	6	
50.0702	Fine/Studio Arts, General	4	
50.0101	Visual and Performing Arts, General	0	

Industries Employing Graphic Design 2015 (AED)

Industry	Occupation Group Jobs in Industry (2015)	% of Occupation Group in Industry (2015)	% of Total Jobs in Industry (2015)
Commercial Printing (except Screen and Books)	33	15.0%	3.5%
Commercial Screen Printing	22	10.1%	3.5%
Mail-Order Houses	16	7.3%	2.1%
Newspaper Publishers	11	5.1%	4.5%
Federal Government, Civilian, Excluding Postal Service	11	5.0%	0.4%

Appendix A - Data Sources and Calculations

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.

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.

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.

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.

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.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

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