

Graphic Design Occupation Overview

Emsi Q1 2018 Data Set

March 2018

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
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

2019 - 2023

Datarun

2018.1 – QCEW Employees, Non-QCEW Employees, and Self-Employed

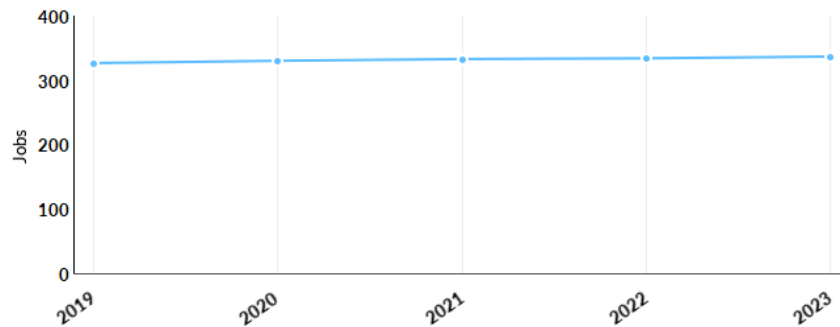
BUS 102011 GRPH in Western District

Occupation Summary for BUS 102011 GRPH

326 Jobs (2019) 39% below National average	3.1% % Change (2019-2023) Nation: 2.6%	\$19.00/hr Median Hourly Earnings Nation: \$20.43/hr
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Growth

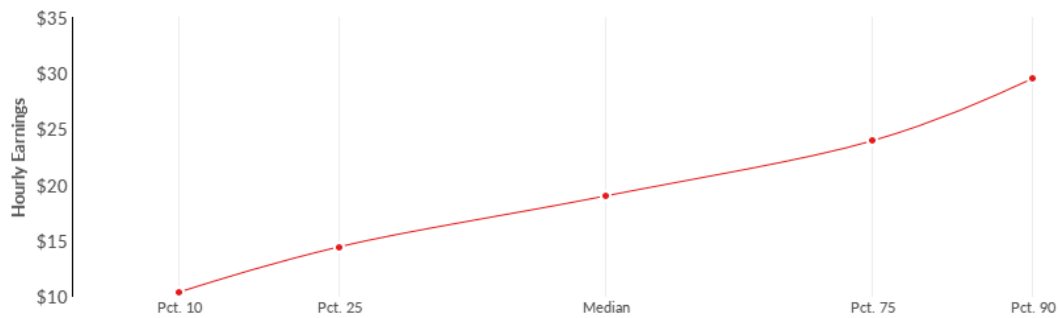
326 2019 Jobs	336 2023 Jobs	10 Change (2019-2023)	3.1% % Change (2019-2023)
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Occupation	2019 Jobs	2023 Jobs	Change	% Change
Art Directors (27-1011)	20	20	0	0%
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	22	22	0	0%
Multimedia Artists and Animators (27-1014)	13	13	0	0%
Artists and Related Workers, All Other (27-1019)	12	12	0	0%
Commercial and Industrial Designers (27-1021)	44	48	4	9%
Graphic Designers (27-1024)	195	200	5	3%
Media and Communication Workers, All Other (27-3099)	12	12	0	0%
Desktop Publishers (43-9031)	8	8	0	0%

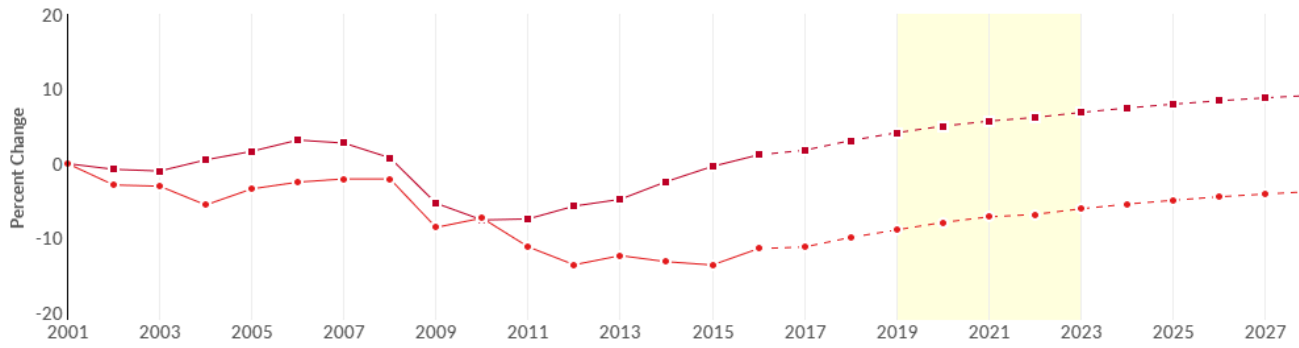
Percentile Earnings

\$14.43/hr 25th Percentile Earnings	\$19.00/hr Median Earnings	\$23.94/hr 75th Percentile Earnings
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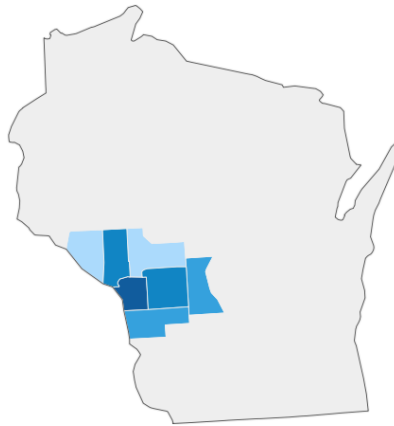
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Art Directors (27-1011)	\$12.91	\$15.40	\$30.25
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	\$6.33	\$7.25	\$8.36
Multimedia Artists and Animators (27-1014)	\$8.99	\$11.23	\$20.48
Artists and Related Workers, All Other (27-1019)	\$10.14	\$18.00	\$24.38
Commercial and Industrial Designers (27-1021)	\$20.47	\$23.85	\$27.67
Graphic Designers (27-1024)	\$15.86	\$19.22	\$23.62
Media and Communication Workers, All Other (27-3099)	\$15.07	\$18.94	\$24.12
Desktop Publishers (43-9031)	\$14.18	\$17.86	\$22.57

Regional Trends



	Region	2019 Jobs	2023 Jobs	Change	% Change
●	Region	326	336	10	3.1%
●	Nation	575,507	590,538	15,031	2.6%

Regional Breakdown



County	2023 Jobs
La Crosse County, WI	174
Monroe County, WI	54
Trempealeau County, WI	51
Vernon County, WI	25
Juneau County, WI	19

Occupation Gender Breakdown



	Gender	2017 Jobs	2017 Percent	
●	Males	150	47.1%	
●	Females	168	52.9%	

Occupation Age Breakdown



	Age	2017 Jobs	2017 Percent
●	14-18	2	0.5%
●	19-24	24	7.5%
●	25-34	85	26.7%
●	35-44	73	23.1%
●	45-54	67	21.0%
●	55-64	55	17.3%
●	65+	12	3.9%

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2017 Jobs	2017 Percent
•	White	293	92.2%
•	Asian	12	3.9%
•	Hispanic or Latino	8	2.4%
•	Black or African American	2	0.7%
•	Two or More Races	2	0.6%
•	American Indian or Alaska Native	0	0.1%
•	Native Hawaiian or Other Pacific Islander	0	0.0%

Occupational Programs

8		63	33
Programs (2016)		Completions (2016)	Openings (2016)
CIP Code	Program	Completions (2016)	
50.0409	Graphic Design	35	
50.0401	Design and Visual Communications, General	12	
50.0701	Art/Art Studies, General	12	
50.0702	Fine/Studio Arts, General	4	
10.0105	Communications Technology/Technician	0	

Industries Employing BUS 102011 GRPH

Industry	Occupation Group Jobs in Industry (2017)	% of Occupation Group in Industry (2017)	% of Total Jobs in Industry (2017)
Commercial Printing (except Screen and Books)	37	11.5%	3.9%
Commercial Screen Printing	29	9.2%	3.8%
Graphic Design Services	25	7.9%	36.2%
Upholstered Household Furniture Manufacturing	20	6.3%	0.5%
Independent Artists, Writers, and Performers	18	5.7%	12.8%

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.

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