

Occupation Overview

Emsi Q1 2019 Data Set

March 2019

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

2019 - 2025

Datarun

2019.1 – Employees

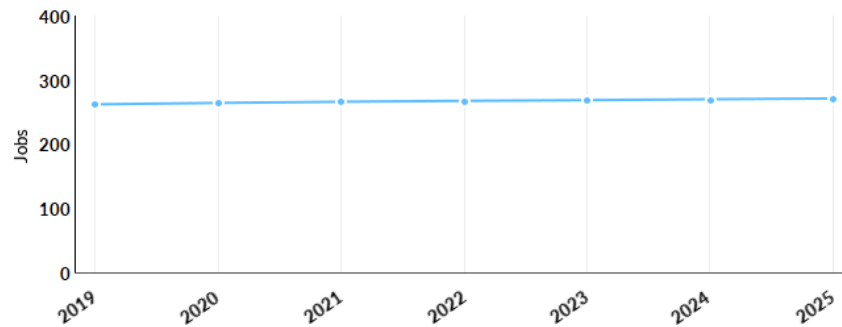
Graphic Design - March 2019 in Western Technical College District

Occupation Summary for Graphic Design - March 2019

262 Jobs (2019) 33% below National average	3.4% % Change (2019-2025) Nation: 4.3%	\$20.66/hr Median Hourly Earnings Nation: \$26.19/hr
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Growth

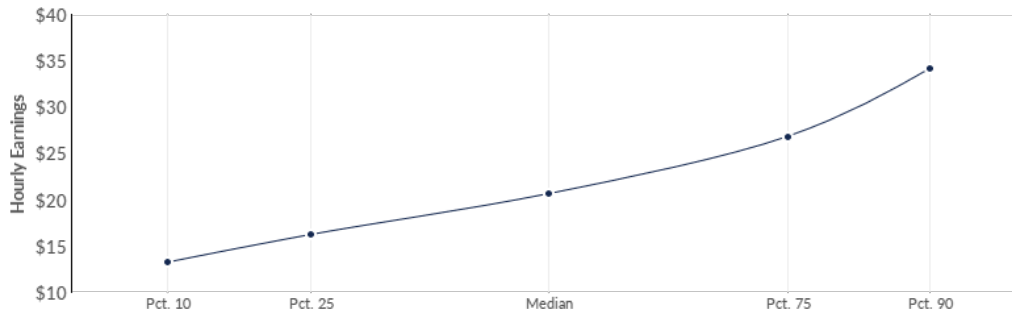
262 2019 Jobs	271 2025 Jobs	9 Change (2019-2025)	3.4% % Change (2019-2025)
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Occupation	2019 Jobs	2025 Jobs	Change	% Change
Art Directors (27-1011)	11	11	0	0%
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	5	5	0	0%
Multimedia Artists and Animators (27-1014)	18	19	1	6%
Artists and Related Workers, All Other (27-1019)	5	6	1	20%
Commercial and Industrial Designers (27-1021)	22	24	2	9%
Graphic Designers (27-1024)	181	187	6	3%
Media and Communication Workers, All Other (27-3099)	11	12	1	9%
Desktop Publishers (43-9031)	7	7	0	0%

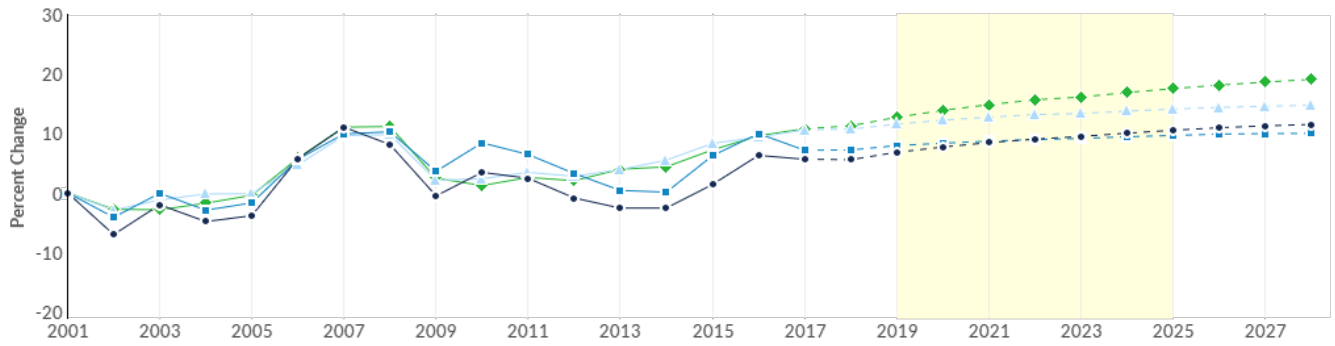
Percentile Earnings

\$16.24/hr 25th Percentile Earnings	\$20.66/hr Median Earnings	\$26.83/hr 75th Percentile Earnings
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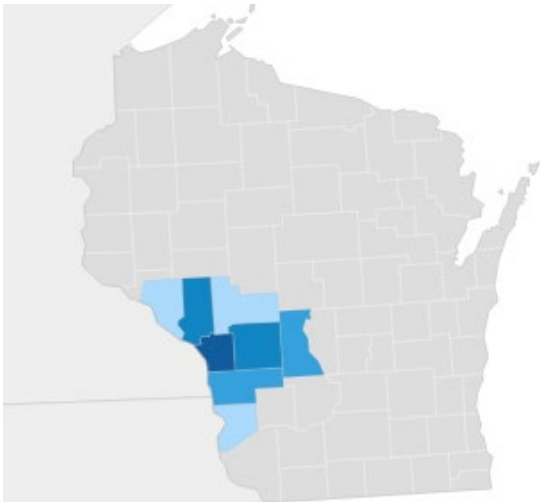
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Art Directors (27-1011)	\$16.94	\$23.37	\$32.31
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	\$10.88	\$16.26	\$22.24
Multimedia Artists and Animators (27-1014)	\$19.52	\$29.70	\$37.08
Artists and Related Workers, All Other (27-1019)	\$20.22	\$27.85	\$33.71
Commercial and Industrial Designers (27-1021)	\$20.14	\$24.45	\$29.13
Graphic Designers (27-1024)	\$15.77	\$19.56	\$24.30
Media and Communication Workers, All Other (27-3099)	\$19.15	\$23.25	\$27.06
Desktop Publishers (43-9031)	\$15.32	\$21.66	\$31.28

Regional Trends




	Region	2019 Jobs	2025 Jobs	Change	% Change
●	Region	262	271	9	3.4%
●	7 Rivers Region	370	376	6	1.6%
●	State	8,190	8,376	186	2.3%
●	Nation	399,129	416,217	17,088	4.3%

Regional Breakdown



County	2025 Jobs
La Crosse County, WI	162
Monroe County, WI	39
Trempealeau County, WI	22
Juneau County, WI	13
Vernon County, WI	12

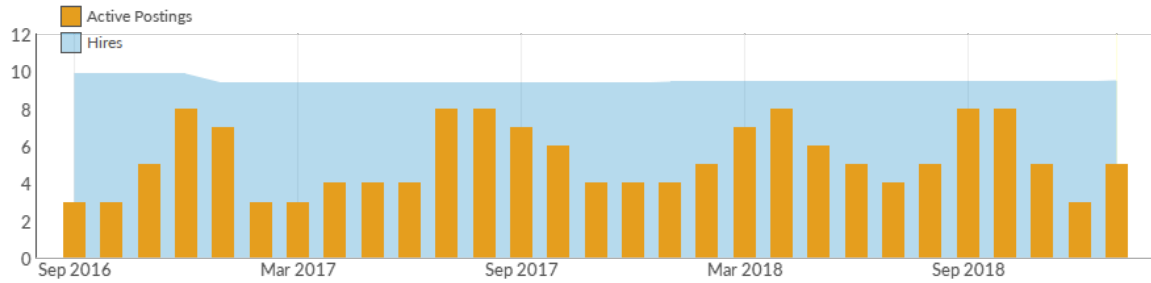
Job Postings Summary

<p>5</p> <p>Unique Postings</p> <p>15 Total Postings</p>	<p>3 : 1</p> <p>Posting Intensity</p> <p>Regional Average: 7 : 1</p> 	<p>6 days</p> <p>Median Posting Duration</p> <p>Regional Average: 37 days</p>
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There were **15** total job postings for your selection in January 2019, of which **5** were unique. These numbers give us a Posting Intensity of **3-to-1**, meaning that for every 3 postings there is 1 unique job posting. This is lower than the Posting Intensity for all other occupations and companies in the region (7-to-1), indicating that they may not be trying as hard to hire for this position.

Job Postings vs. Hires

5 Avg. Monthly Postings (Jan 2019)	10 Avg. Monthly Hires (Jan 2019)
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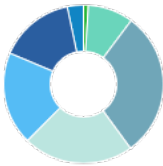
Occupation	Avg Monthly Postings (Jan 2019)	Avg Monthly Hires (Jan 2019)
Graphic Designers	3	6
Commercial and Industrial Designers	1	1
Art Directors	1	0
Media and Communication Workers, All Other	0	0
Desktop Publishers	0	0
Artists and Related Workers, All Other	0	0
Fine Artists, Including Painters, Sculptors, and Illustrators	0	0
Multimedia Artists and Animators	0	1

Occupation Gender Breakdown



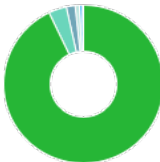
	Gender	2018 Jobs	2018 Percent
•	Males	127	49.0%
•	Females	132	51.0%

Occupation Age Breakdown



	Age	2018 Jobs	2018 Percent
●	14-18	3	1.0%
●	19-24	24	9.2% █
●	25-34	77	29.8% ██████
●	35-44	58	22.3% ██████
●	45-54	49	19.0% ██████
●	55-64	40	15.3% ██████
●	65+	8	3.3%

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2018 Jobs	2018 Percent
●	White	240	92.9%
●	Asian	9	3.6%
●	Hispanic or Latino	5	1.8%
●	Two or More Races	2	0.8%
●	Black or African American	2	0.6%
●	American Indian or Alaska Native	1	0.2%
●	Native Hawaiian or Other Pacific Islander	0	0.0%

Occupational Programs

5 Programs (2017)		65 Completions (2017)	25 Openings (2017)
CIP Code	Program	Completions (2017)	
50.0409	Graphic Design	27	
50.0701	Art/Art Studies, General	15	
11.0801	Web Page, Digital/Multimedia and Information Resources Design	12	
50.0401	Design and Visual Communications, General	8	
50.0702	Fine/Studio Arts, General	3	

Industries Employing Graphic Design - March 2019

Industry	Occupation Group Jobs in Industry (2018)	% of Occupation Group in Industry (2018)	% of Total Jobs in Industry (2018)
Commercial Printing (except Screen and Books)	33	12.9%	3.8%
Commercial Screen Printing	30	11.7%	3.8%
Corporate, Subsidiary, and Regional Managing Offices	12	4.8%	0.5%
Newspaper Publishers	11	4.3%	5.2%
Federal Government, Civilian, Excluding Postal Service	<10	2.9%	0.2%

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.

Emsi 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.

State Data Sources

This report uses state data from the following agencies: Iowa Workforce Development; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information