Media and Communication Workers
in San Diego-Chula Vista-Carlsbad, CA

Contents

What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

1 Occupation

27-3000	Media and Communication Workers

1 MSA

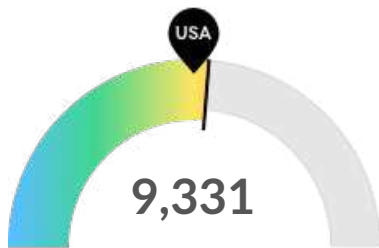|	
41740	San Diego-Chula Vista-Carlsbad, CA

Class of Worker

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

The information in this report pertains to the chosen occupation and geographical area.
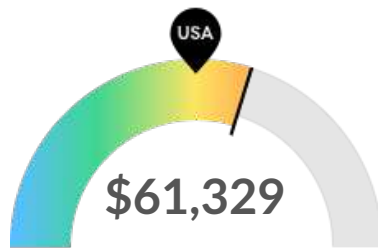
Executive Summary

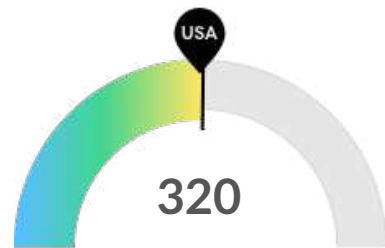## Average Job Posting Demand Over an Average Supply of Regional Jobs

9,331

Jobs (2018)

San Diego-Chula Vista-Carlsbad, CA is about average for this kind of job. The national average for an area this size is 8,674* employees, while there are 9,331 here.

$61,329

Compensation

Earnings are high in San Diego-Chula Vista-Carlsbad, CA. The national median salary for Media and Communication Workers is $55,171, compared to $61,329 here.

320

Job Posting Demand

Job posting activity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 315* job postings/mo, while there are 320 here.

*National average values are derived by taking the national value for Media and Communication Workers and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is About Equal to the National Average

An average area of this size typically has 8,674* jobs, while there are 9,331 here.
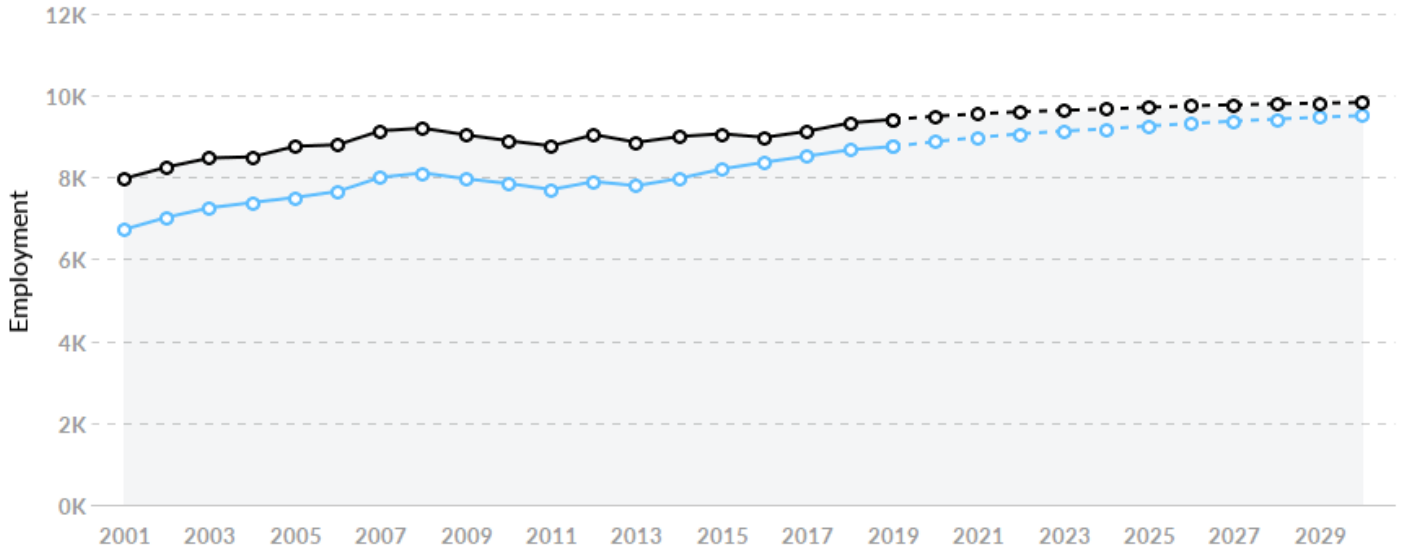
|	Region	2018 Jobs	2028 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	9,331	9,795	464	5.0%
●	National Average	8,674	9,425	751	8.7%

*National average values are derived by taking the national value for Media and Communication Workers and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Regional Breakdown

County	2018 Jobs
San Diego County, CA	9,331

Most Jobs are Found in the Other Professional, Scientific, and Technical Services Industry Sector
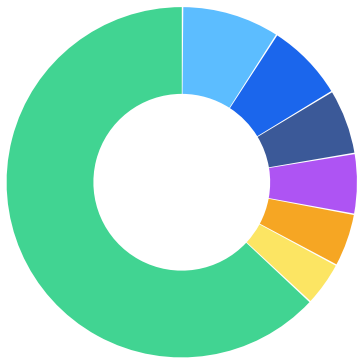
| Industry	% of Occupation in Industry (2018)
🔵 Other Professional, Scientific, and Technical Services	9.0%
🔵 Independent Artists, Writers, and Performers	7.2%
🔵 Advertising, Public Relations, and Related Services	6.0%
🟣 Newspaper, Periodical, Book, and Directory Publishers	5.6%
🟠 Federal Government, Military	4.9%
🟡 Management, Scientific, and Technical Consulting Services	4.1%
🟢 Other	63.1%

Compensation

Regional Compensation Is 11% Higher Than National Compensation

For Media and Communication Workers, the 2018 median wage in San Diego-Chula Vista-Carlsbad, CA is $61,329, while the national median wage is $55,171.
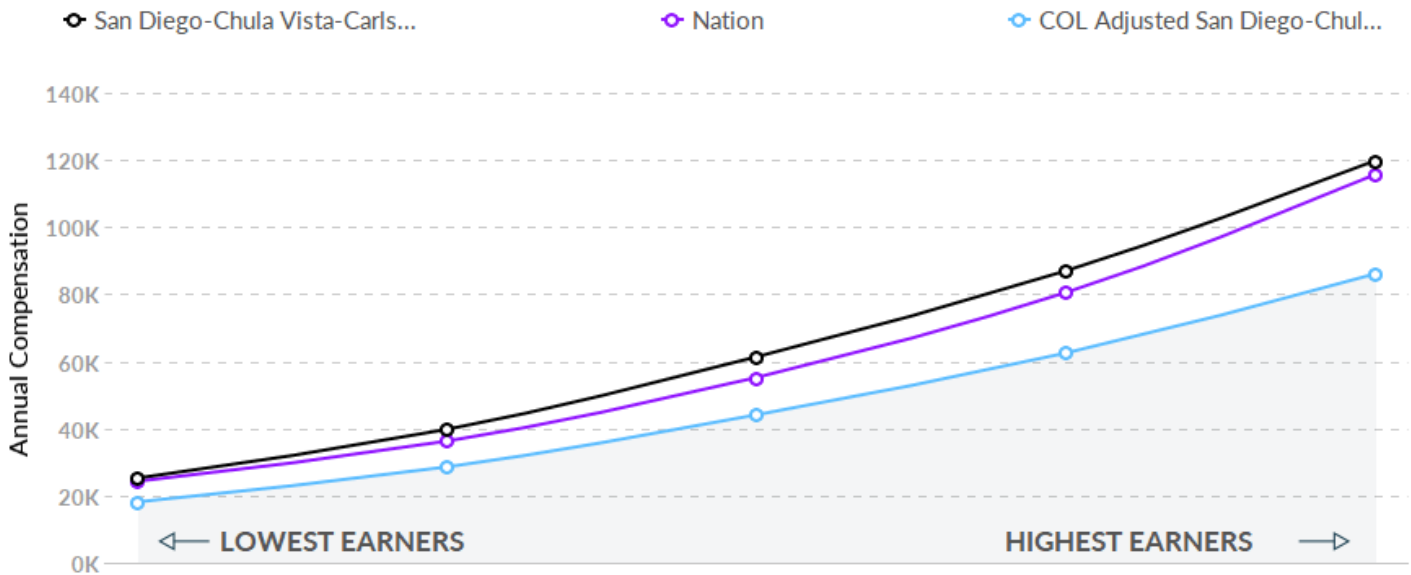
Job Posting Activity

9,275 Unique Job Postings

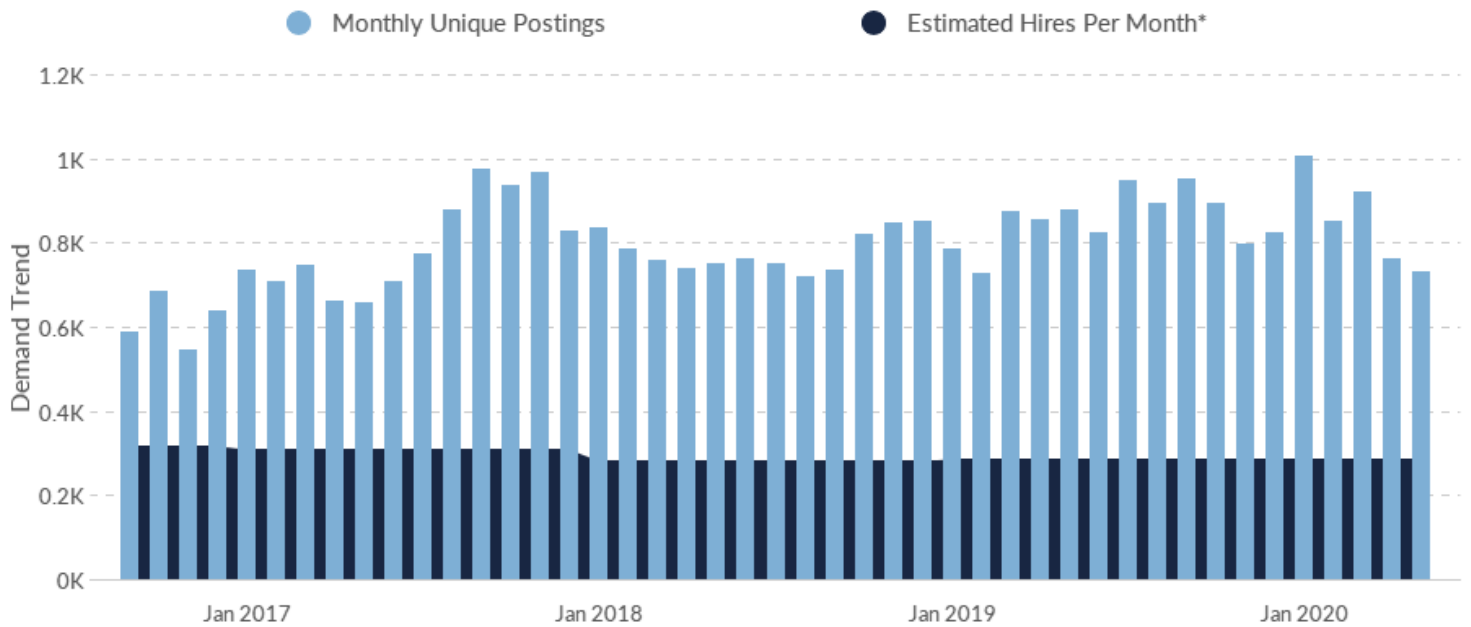The number of unique postings for this job from Jan 2018 to May 2020.

2,606 Employers Competing

All employers in the region who posted for this job from Jan 2018 to May 2020.

30 Day Median Duration

Posting duration is 3 days shorter than what's typical in the region.

● Monthly Unique Postings   ● Estimated Hires Per Month*

Occupation	Avg Monthly Postings (Jan 2018 - May 2020)	Avg Monthly Hires (Jan 2018 - May 2020)
Media and Communication Workers	824	286

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings		Top Job Titles	Unique Postings	
LanguageLine Solutions	192		Marketing Coordinators	691	
J B Window Company, Inc.	179		Editors	528	
University of California	159		Technical Writers	503	
Creative Circle LLC	112		Interpreters (Arts, Design, Enter…	387	
Nbcuniversal Media, LLC	90		Communications Specialists (Art…	357	
ASPIRE	85		Copy Writers	344	
Virtual Vocations	80		Social Media Marketing Speciali…	277	
Limitless LLC	65		Marketing Specialists (Arts, Des…	271	
Oracle Corporation	61		Directors of Public Relations (Ar…	264	
Robert Half International Inc.	60		Social Media Specialists	249	

Top Hard Skills

● Frequency in Job Postings   ● Frequency in Profiles
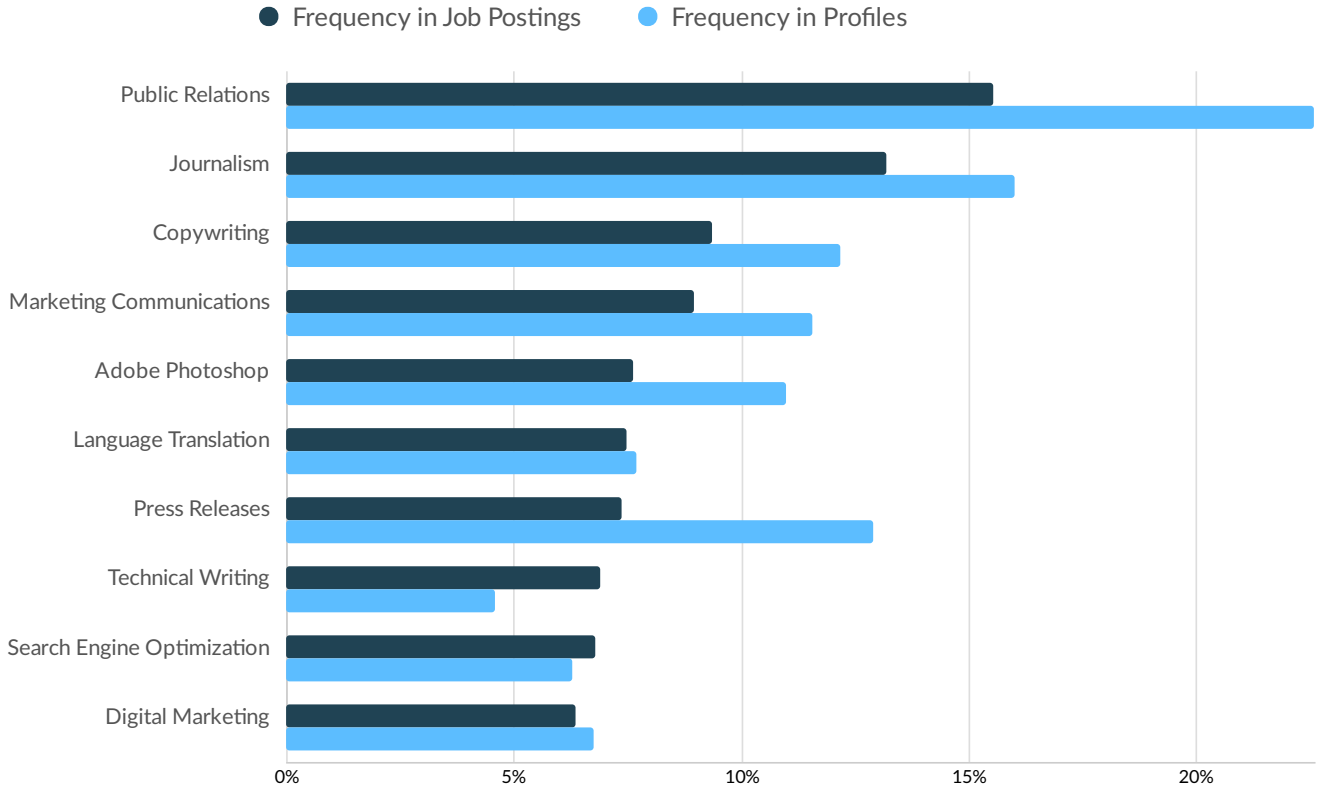
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Public Relations	2,059	16%	4,220	23%
Journalism	1,749	13%	2,988	16%
Copywriting	1,241	9%	2,274	12%
Marketing Communications	1,188	9%	2,163	12%
Adobe Photoshop	1,009	8%	2,053	11%
Language Translation	992	7%	1,436	8%
Press Releases	977	7%	2,410	13%
Technical Writing	913	7%	856	5%
Search Engine Optimization	898	7%	1,178	6%
Digital Marketing	842	6%	1,265	7%

Top Common Skills

● Frequency in Job Postings   ● Frequency in Profiles
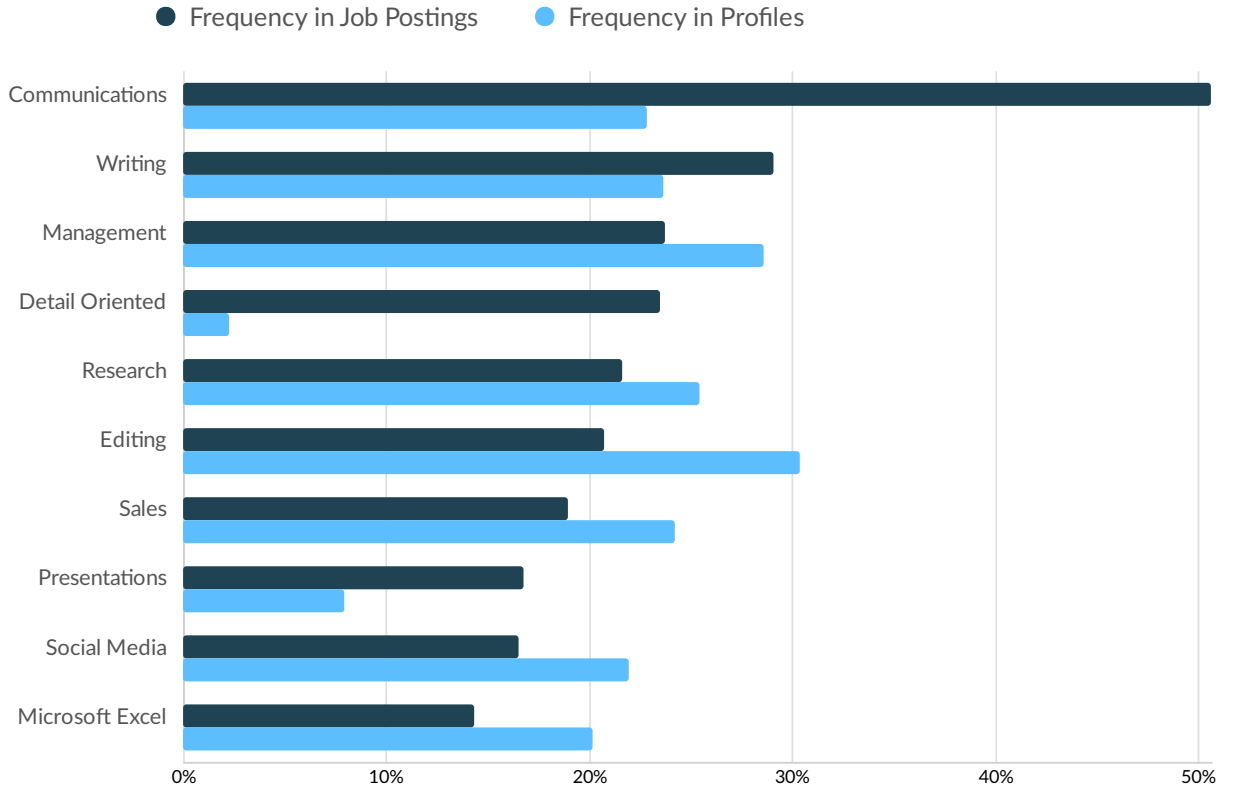
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	6,711	51%	4,270	23%
Writing	3,852	29%	4,426	24%
Management	3,145	24%	5,346	29%
Detail Oriented	3,109	23%	428	2%
Research	2,862	22%	4,759	25%
Editing	2,753	21%	5,678	30%
Sales	2,515	19%	4,533	24%
Presentations	2,218	17%	1,483	8%
Social Media	2,190	17%	4,107	22%
Microsoft Excel	1,903	14%	3,766	20%

Demographics

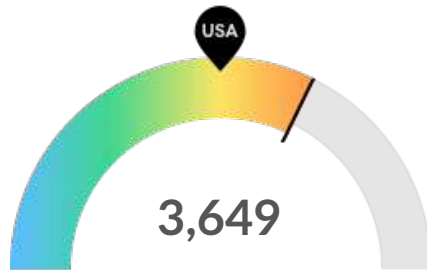## Retirement Risk Is About Average, While Overall Diversity Is High
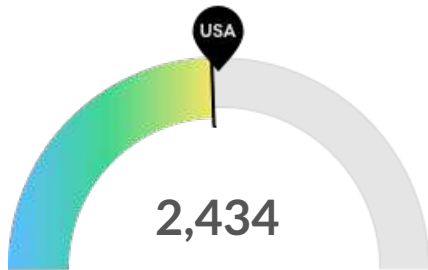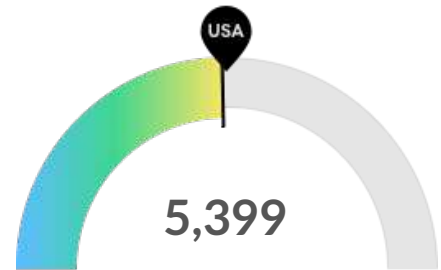
2,434
Retiring Soon

Retirement risk is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 2,510* employees 55 or older, while there are 2,434 here.

3,649
Racial Diversity

Racial diversity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 2,441* racially diverse employees, while there are 3,649 here.
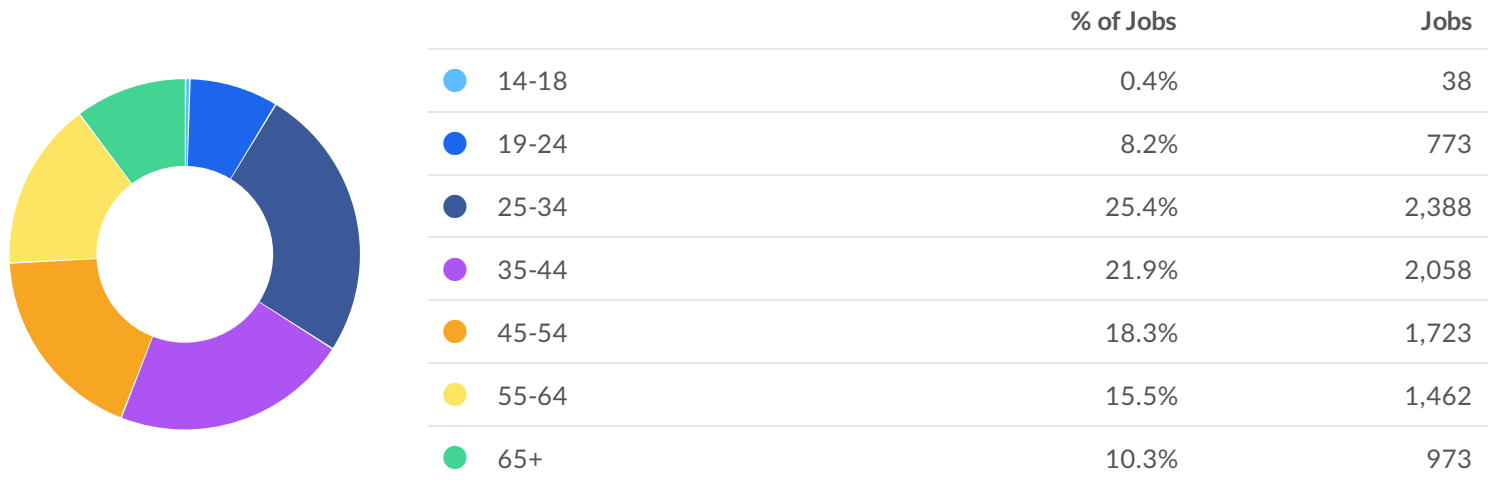
5,399
Gender Diversity

Gender diversity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 5,511* female employees, while there are 5,399 here.

*National average values are derived by taking the national value for Media and Communication Workers and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown

	% of Jobs	Jobs
14-18	0.4%	38
19-24	8.2%	773
25-34	25.4%	2,388
35-44	21.9%	2,058
45-54	18.3%	1,723
55-64	15.5%	1,462
65+	10.3%	973

Occupation Race/Ethnicity Breakdown
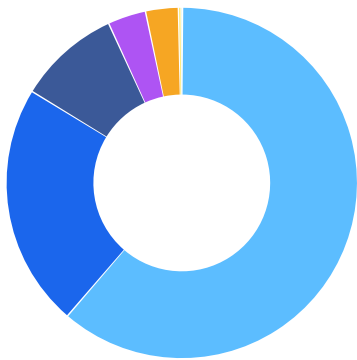
		% of Jobs	Jobs
●	White	61.2%	5,764
●	Hispanic or Latino	22.4%	2,111
●	Asian	9.4%	887
●	Black or African American	3.5%	331
●	Two or More Races	3.0%	284
●	American Indian or Alaska Native	0.2%	23
●	Native Hawaiian or Other Pacific Islander	0.1%	12

Occupation Gender Breakdown
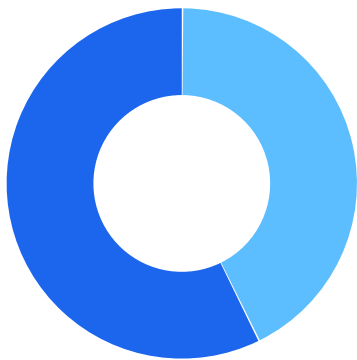
		% of Jobs	Jobs
●	Males	42.7%	4,015
●	Females	57.3%	5,399

Occupational Programs

39 Programs

Of the programs that can train for this job, 39 have produced completions in the last 5 years.

2,739 Completions (2018)

The completions from all regional institutions for all degree types.

1,092 Openings (2018)

The average number of openings for an occupation in the region is 288.

CIP Code	Top Programs	Completions (2018)	
09.0101	Speech Communication and Rhetoric	889	
09.0100	Communication, General	419	
16.0905	Spanish Language and Literature	316	
09.0401	Journalism	188	
09.0701	Radio and Television	147	
16.0102	Linguistics	100	
10.9999	Communications Technologies/Technicians and Support Ser...	93	
23.1302	Creative Writing	71	
16.0901	French Language and Literature	60	
16.1601	American Sign Language (ASL)	46	

Top Schools	Completions (2018)	
San Diego State University	761	
University of California-San Diego	331	
California State University-San Marcos	237	
San Diego Mesa College	202	
Grossmont College	198	
Ashford University	151	
University of San Diego	124	
Southwestern College	123	
Palomar College	119	
National University	115	

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.

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.

Cost of Living Data

Emsi cost of living data is based on the Cost of Living Index published quarterly by the Council for Community and Economic Research (C2ER).

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.