7 Arts, Design, Entertainment, Sports, and Media Occupations
in San Diego-Chula Vista-Carlsbad, CA

Contents

What is Lightcast Data?

Lightcast 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.

Lightcast 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

7 Occupations

|	
27-1013 Fine Artists, Including Painters, Sculptors, and Illustrators	27-1011 Art Directors
27-1019 Artists and Related Workers, All Other	27-1024 Graphic Designers
27-1012 Craft Artists	27-1014 Special Effects Artists and Animators
27-1027 Set and Exhibit Designers	

1 MSA

41740   San Diego-Chula Vista-Carlsbad, CA

Class of Worker

QCEW Employees

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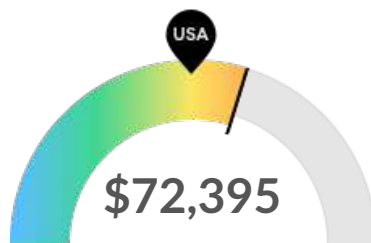
Executive Summary

## Aggressive Job Posting Demand Over an Average Supply of Regional Jobs
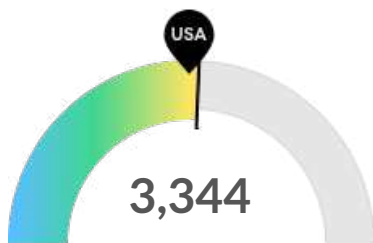
3,344

Jobs (2023)

San Diego-Chula Vista-Carlsbad, CA is about average for this kind of job. The national average for an area this size is 3,212* employees, while there are 3,344 here.

$72,395

Compensation

Earnings are high in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is $66,285, compared to $72,395 here.

76
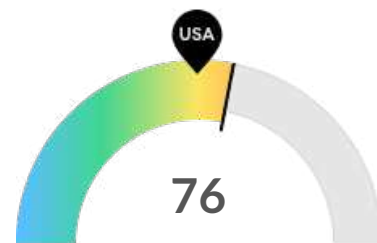
Job Posting Demand

Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 64* job postings/mo, while there are 76 here.

*National average values are derived by taking the national value for your occupations 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 3,212* jobs, while there are 3,344 here.
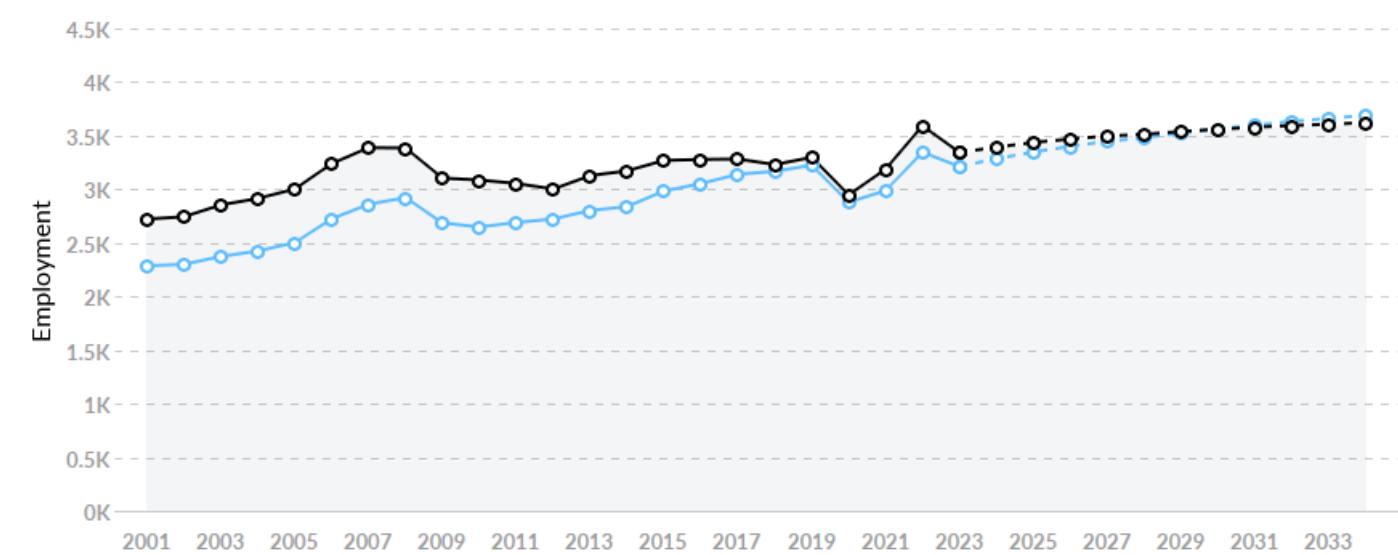
	Region	2023 Jobs	2024 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	3,344	3,392	48	1.4%
●	National Average	3,212	3,285	73	2.3%

*National average values are derived by taking the national value for your occupations 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
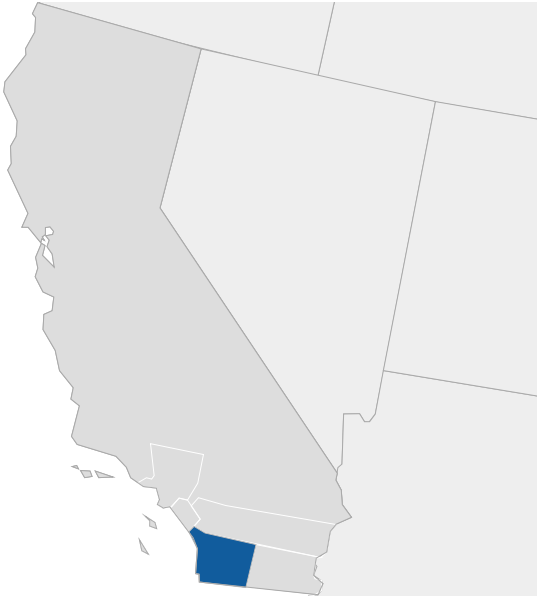
County	2023 Jobs
San Diego County, CA	3,344

Most Jobs are Found in the Specialized Design Services Industry Sector

Industry	% of Occupation in Industry (2023)
● Specialized Design Services	14.5%
● Advertising, Public Relations, and Related Services	9.7%
● Management, Scientific, and Technical Consulting Services	5.8%
● Computer Systems Design and Related Services	4.8%
● Other Miscellaneous Manufacturing	4.6%
● Printing and Related Support Activities	3.8%
● Other	56.7%
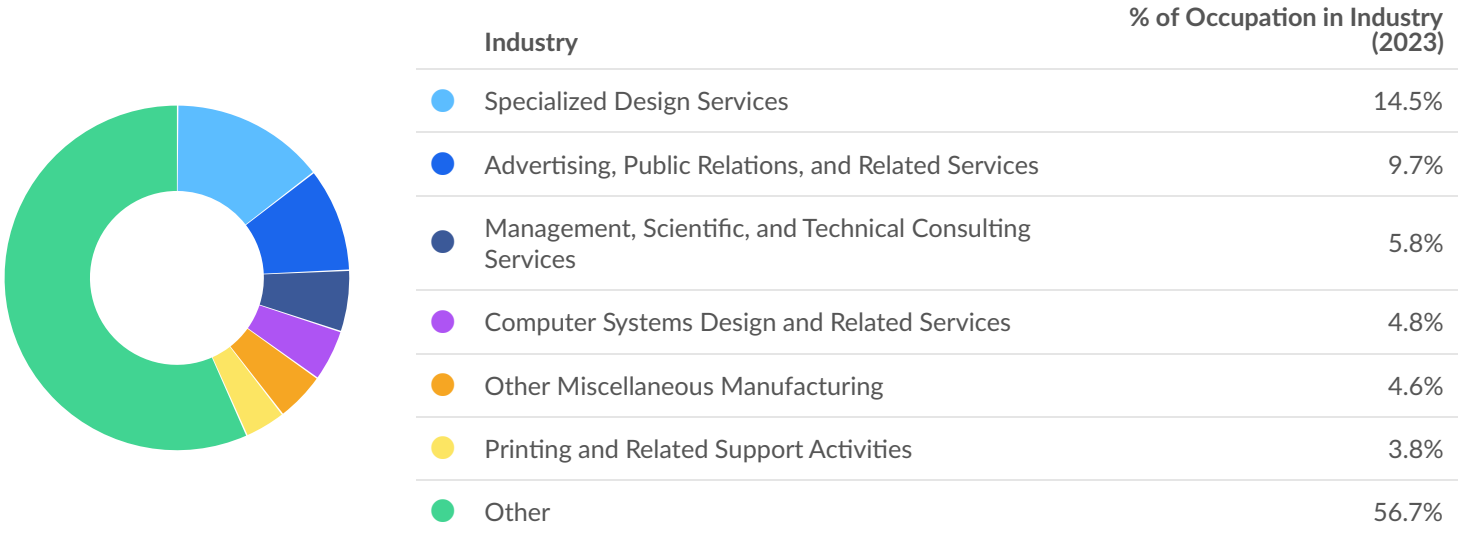
Compensation

Regional Compensation Is 9% Higher Than National Compensation

For your occupations, the 2023 median wage in San Diego-Chula Vista-Carlsbad, CA is $72,395, while the national median wage is $66,285.
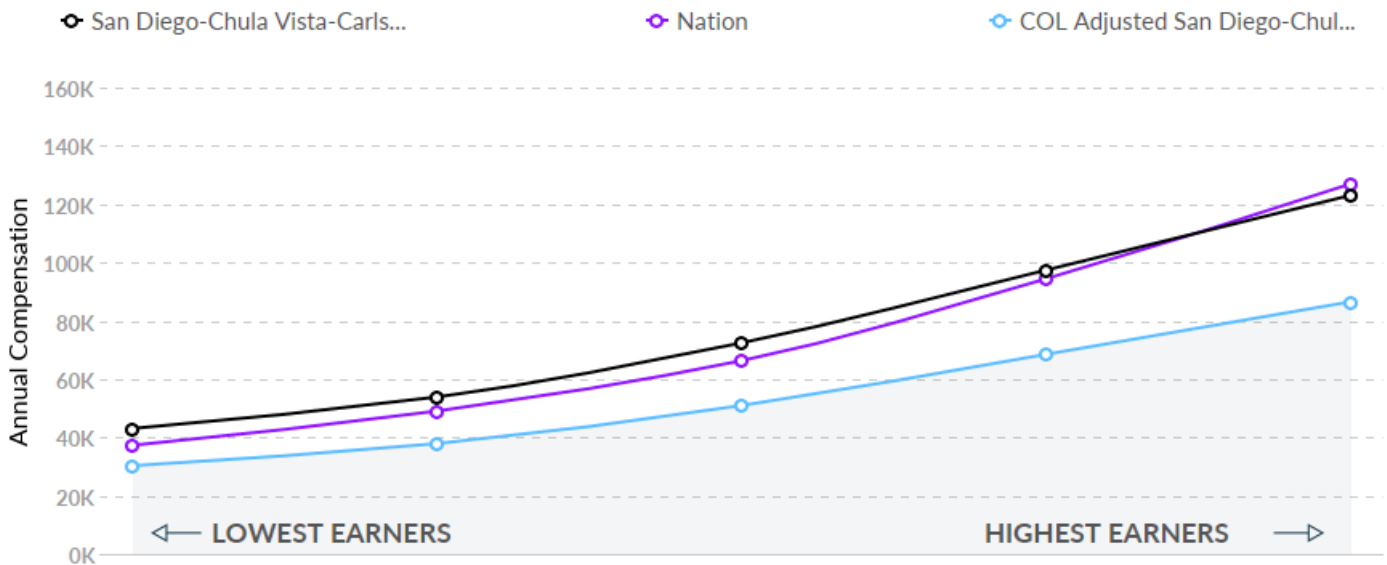
Job Posting Activity

1,300 Unique Job Postings

The number of unique postings for this job from Jan 2023 to May 2024.

540 Employers Competing

All employers in the region who posted for this job from Jan 2023 to May 2024.

29 Day Median Duration

Posting duration is the same as what's typical in the region.

Legend: ● Monthly Unique Postings ● Estimated Hires Per Month*

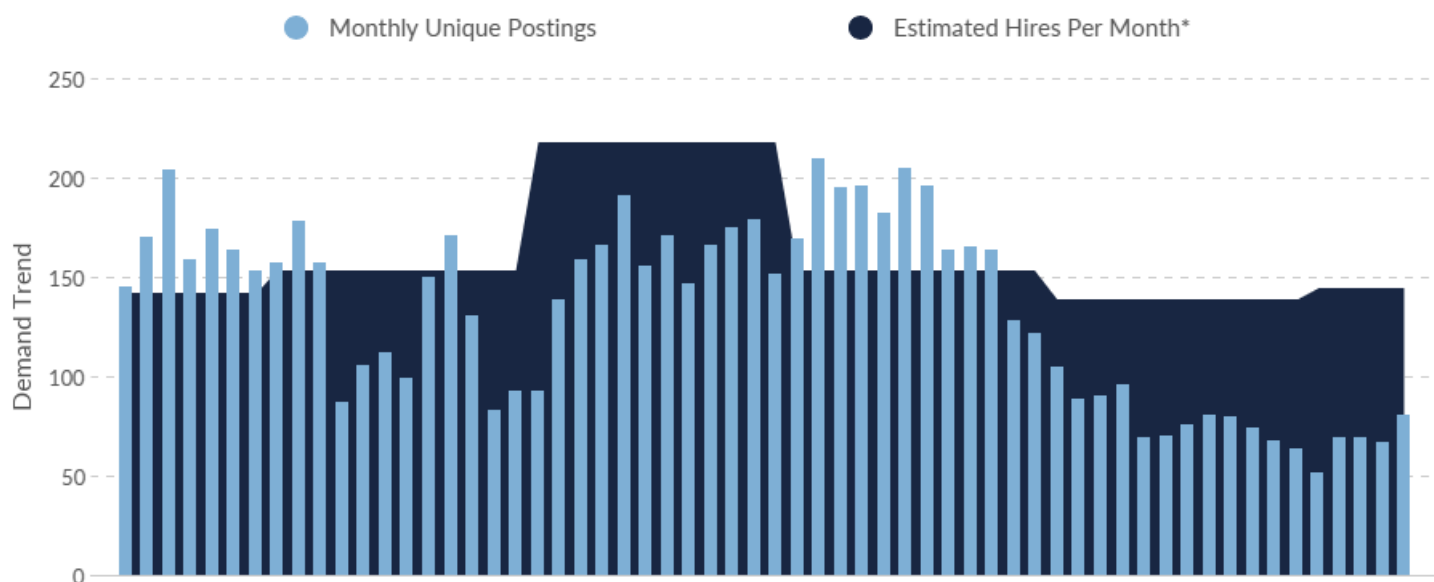| Occupation	Avg Monthly Postings (Jan 2023 - May 2024)	Avg Monthly Hires (Jan 2023 - May 2024)
Graphic Designers	39	83
Special Effects Artists and Animators	10	8
Fine Artists, Including Painters, Sculptors, and Illustrators	10	4
Art Directors	10	33
Artists and Related Workers, All Other	4	3
Set and Exhibit Designers	2	6
Craft Artists	1	5

*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. Lightcast hires are calculated using a combination of Lightcast 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	
Intrepid Studios	15	▬▬	Graphic Designers	257	▬▬▬▬▬
The Estée Lauder Companies	15	▬▬	Production Artists	38	▪
University of California	12	▬▬	Mac Artists	27	▪
Upper Deck International	12	▬▬	Art Directors	22	▪
Intuit	11	▬▬	Visual Designers	20	▪
Sony Interactive Entertainment	11	▬▬	VFX Artists	19	▪
The Upper Deck Company	11	▬▬	Multimedia Designers	18	▪
Vuori	11	▬▬	Creative Directors	17	▪
Nissan	10	▬▬	Design Consultants	16	▪
Blushtan	9	▬▬	Designers	14	▪

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.

Distinguishing Skills

Defining Skills

Necessary Skills

Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Adobe Photoshop	✓	442	+9.6%	Growing
Adobe Illustrator	✕	418	+11.5%	Growing
Graphic Design	✓	403	+17.1%	Growing
Marketing	✕	387	+23.0%	Rapidly Growing
Adobe InDesign	✕	288	+9.0%	Growing
Adobe Creative Suite	✕	285	+11.9%	Growing
Project Management	✓	207	+19.8%	Rapidly Growing
Typography	✓	162	+5.3%	Stable
Illustration	✕	129	+9.0%	Growing
Animations	✓	125	+9.7%	Growing

Top Necessary Skills by Demand

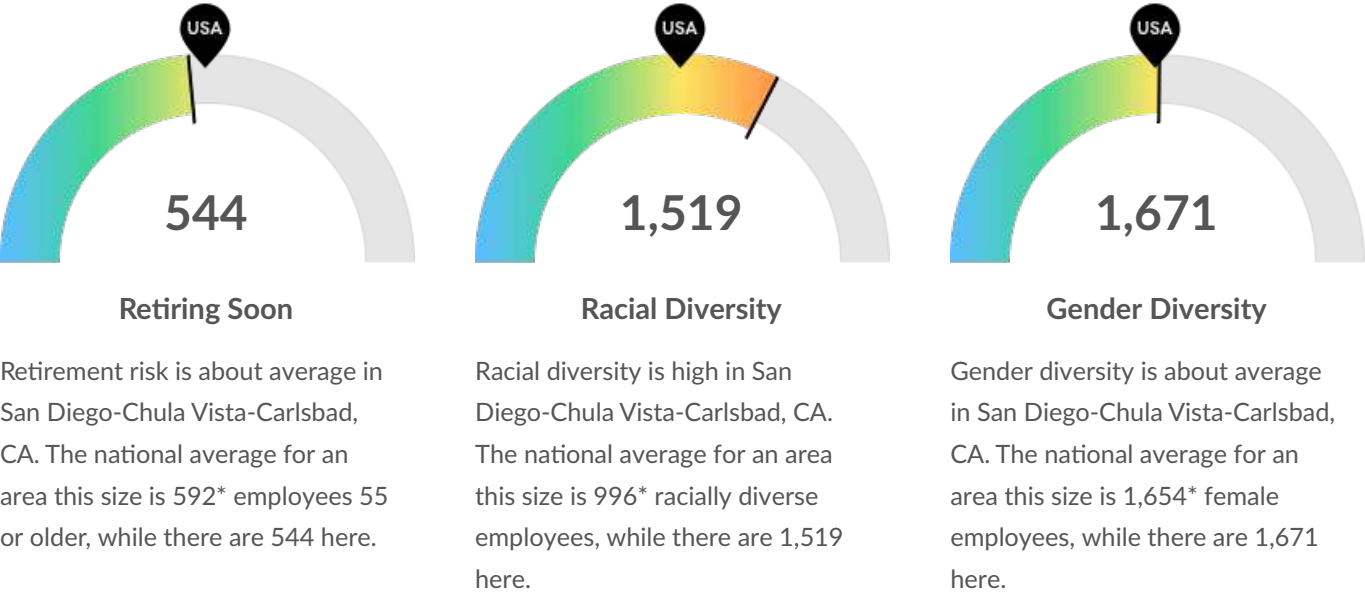An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.

Distinguishing Skills

Defining Skills

Necessary Skills

Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Adobe Photoshop	✓	442	+9.6%	Growing
Adobe Illustrator	✗	418	+11.5%	Growing
Graphic Design	✓	403	+17.1%	Growing
Marketing	✗	387	+23.0%	Rapidly Growing
Adobe InDesign	✗	288	+9.0%	Growing
Adobe Creative Suite	✗	285	+11.9%	Growing
Project Management	✓	207	+19.8%	Rapidly Growing
Branding	✗	177	+10.0%	Growing
Typography	✓	162	+5.3%	Stable
Photography	✗	150	+21.1%	Rapidly Growing

Demographics

Retirement Risk Is About Average, While Overall Diversity Is High

544

Retiring Soon

Retirement risk is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 592* employees 55 or older, while there are 544 here.

1,519

Racial Diversity

Racial diversity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 996* racially diverse employees, while there are 1,519 here.

1,671

Gender Diversity

Gender diversity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 1,654* female employees, while there are 1,671 here.
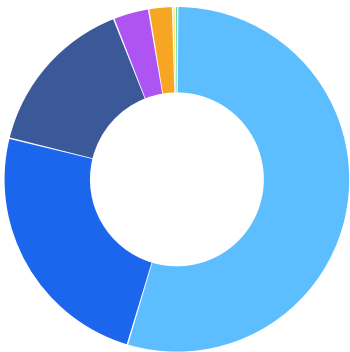
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Occupation Age Breakdown

	% of Jobs	Jobs
14-18	0.3%	11
19-24	7.1%	237
25-34	32.7%	1,094
35-44	26.1%	871
45-54	17.5%	586
55-64	11.3%	377
65+	5.0%	167
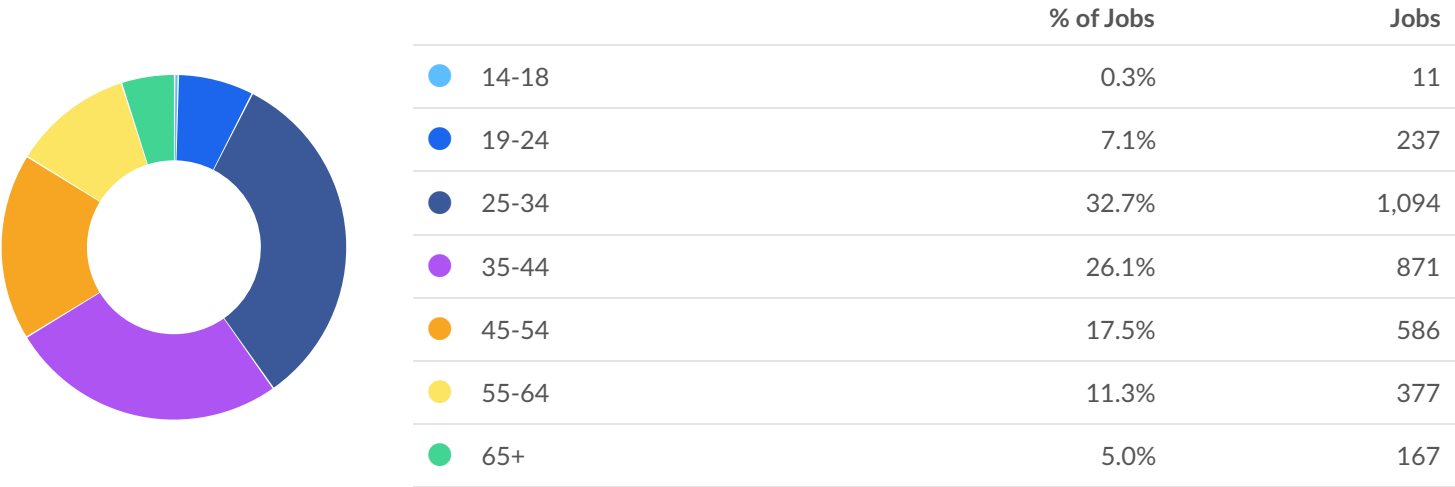
Occupation Race/Ethnicity Breakdown

	% of Jobs	Jobs
White	54.6%	1,825
Hispanic or Latino	24.2%	809
Asian	15.2%	508
Two or More Races	3.3%	112
Black or African American	2.2%	75
Native Hawaiian or Other Pacific Islander	0.2%	8
American Indian or Alaska Native	0.2%	7

Occupation Gender Breakdown
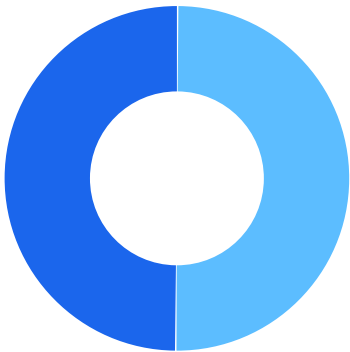
	% of Jobs	Jobs
Males	50.0%	1,673
Females	50.0%	1,671

Occupational Programs

30 Programs

Of the programs that can train for this job, 30 have produced completions in the last 5 years.

2,185 Completions (2023)

The completions from all regional institutions for all degree types.

329 Openings (2023)

The average number of openings for an occupation in the region is 256.

CIP Code	Top Programs	Completions (2023)	
24.0103	Humanities/Humanistic Studies	611	
50.0701	Art/Art Studies, General	446	
50.0713	Jewelry Arts	180	
50.0101	Visual and Performing Arts, General	168	
11.0801	Web Page, Digital/Multimedia and Information Resources D...	162	
50.0501	Drama and Dramatics/Theatre Arts, General	161	
50.0409	Graphic Design	94	
50.0408	Interior Design	77	
11.0803	Computer Graphics	50	
50.0702	Fine/Studio Arts, General	43	

Top Schools	Completions (2023)	
San Diego State University	311	
Palomar College	255	
Grossmont College	203	
University of California-San Diego	197	
MiraCosta College	181	
Gemological Institute of America-Carlsbad	180	
Southwestern College	159	
San Diego City College	149	
San Diego Mesa College	122	
San Diego Global Knowledge University	97	

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 are 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

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

Lightcast 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.