

# Media and Communication Workers in Peninsula (SF-SM-SC)



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## 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, resumé, 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

### 1 Occupation

27-3000 Media and Communication Workers

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### 3 Counties

6075 San Francisco County, CA

6085 Santa Clara County, CA

6081 San Mateo County, CA

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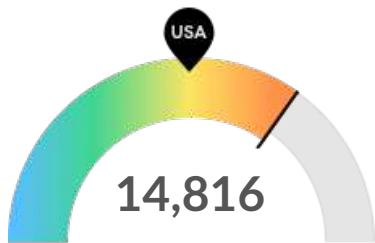
### Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupation and geographical areas.

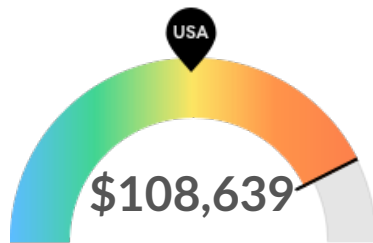
## Executive Summary

### Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



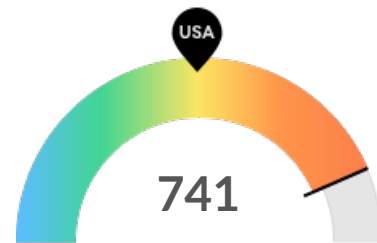
**Jobs (2015)**

Your area is a hotspot for this kind of job. The national average for an area this size is 8,604\* employees, while there are 14,816 here.



**Compensation**

Earnings are high in your area. The national median salary for Media and Communication Workers is \$66,568, compared to \$108,639 here.



**Job Posting Demand**

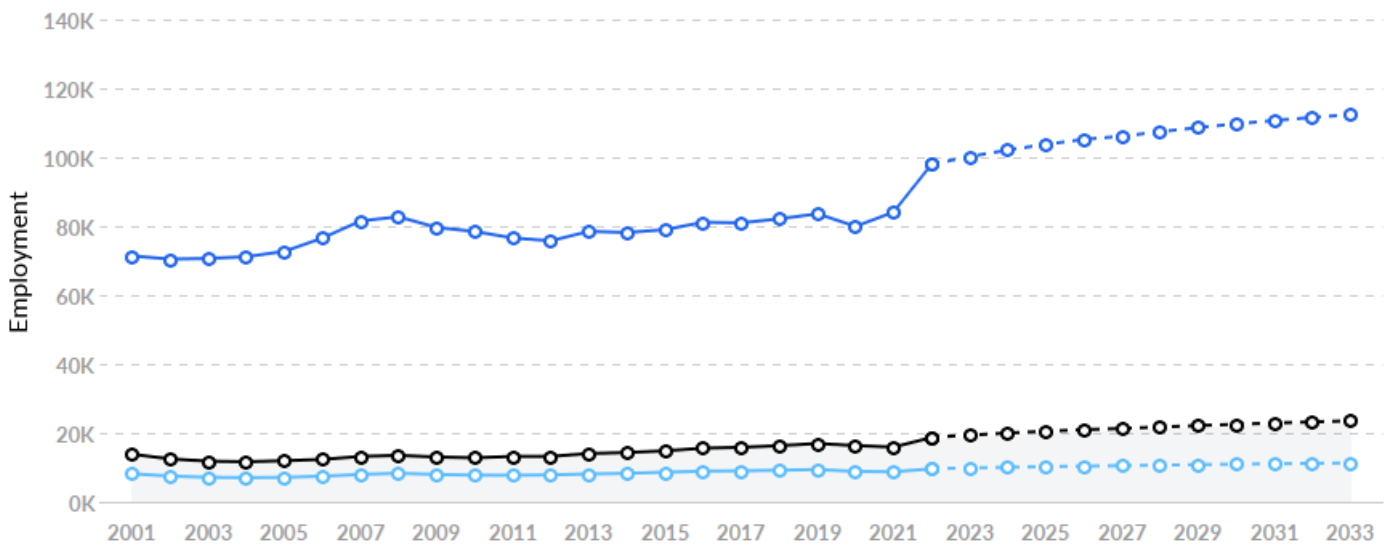
Job posting activity is high in your area. The national average for an area this size is 252\* job postings/mo, while there are 741 here.

\*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 your area. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Higher Than the National Average

An average area of this size typically has 8,604\* jobs, while there are 14,816 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Region	2015 Jobs	2033 Jobs	Change	% Change
● Peninsula (SF-SM-SC)	14,816	23,531	8,715	58.8%
● National Average	8,604	11,290	2,686	31.2%
● California	79,014	112,376	33,361	42.2%

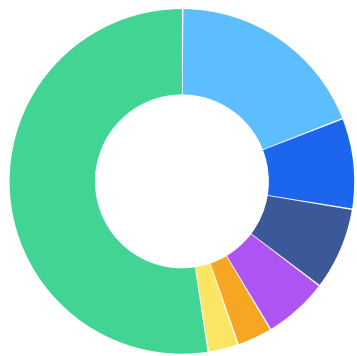
\*National average values are derived by taking the national value for Media and Communication Workers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Regional Breakdown



County	2015 Jobs
San Francisco County, CA	6,580
Santa Clara County, CA	5,339
San Mateo County, CA	2,897

## Most Jobs are Found in the Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers Industry Sector



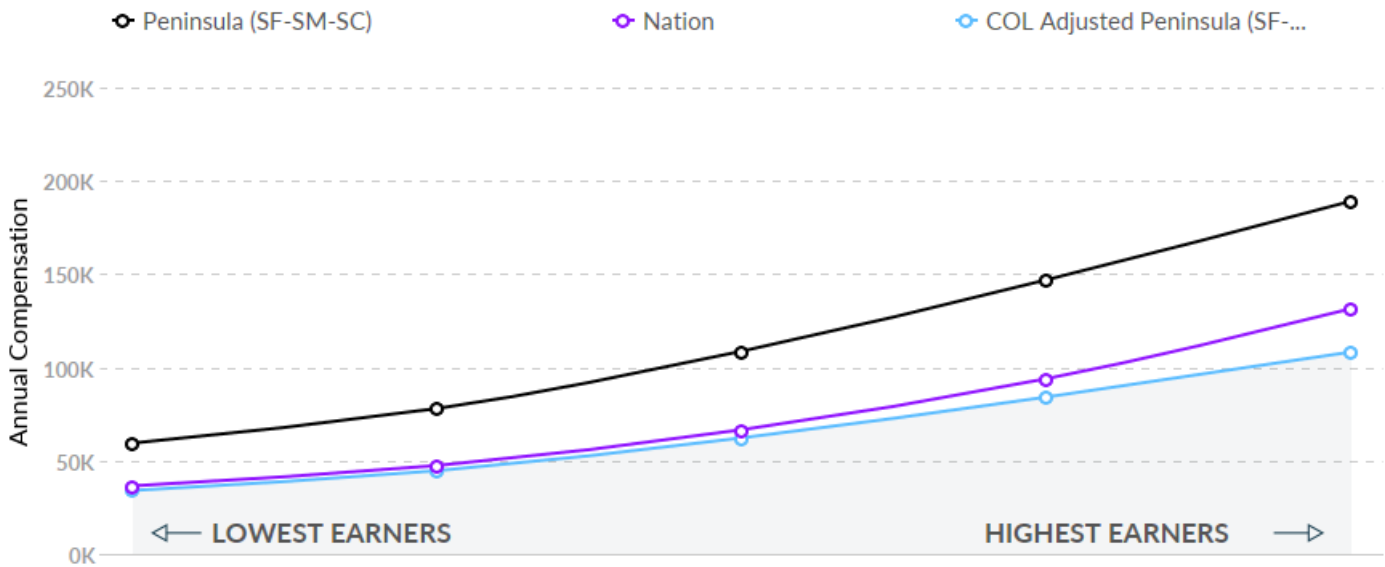
Industry	% of Occupation in Industry (2015)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	19.0%
Newspaper, Periodical, Book, and Directory Publishers	8.5%
Advertising, Public Relations, and Related Services	7.7%
Computer Systems Design and Related Services	6.1%
Web Search Portals, Libraries, Archives, and Other Information Services	3.3%
Management, Scientific, and Technical Consulting Services	2.8%
Other	52.5%



# Compensation

## Regional Compensation Is 63% Higher Than National Compensation

For Media and Communication Workers, the 2022 median wage in your area is \$108,639, while the national median wage is \$66,568.



# Job Posting Activity



**62,264 Unique Job Postings**

The number of unique postings for this job from Jan 2015 to Dec 2021.



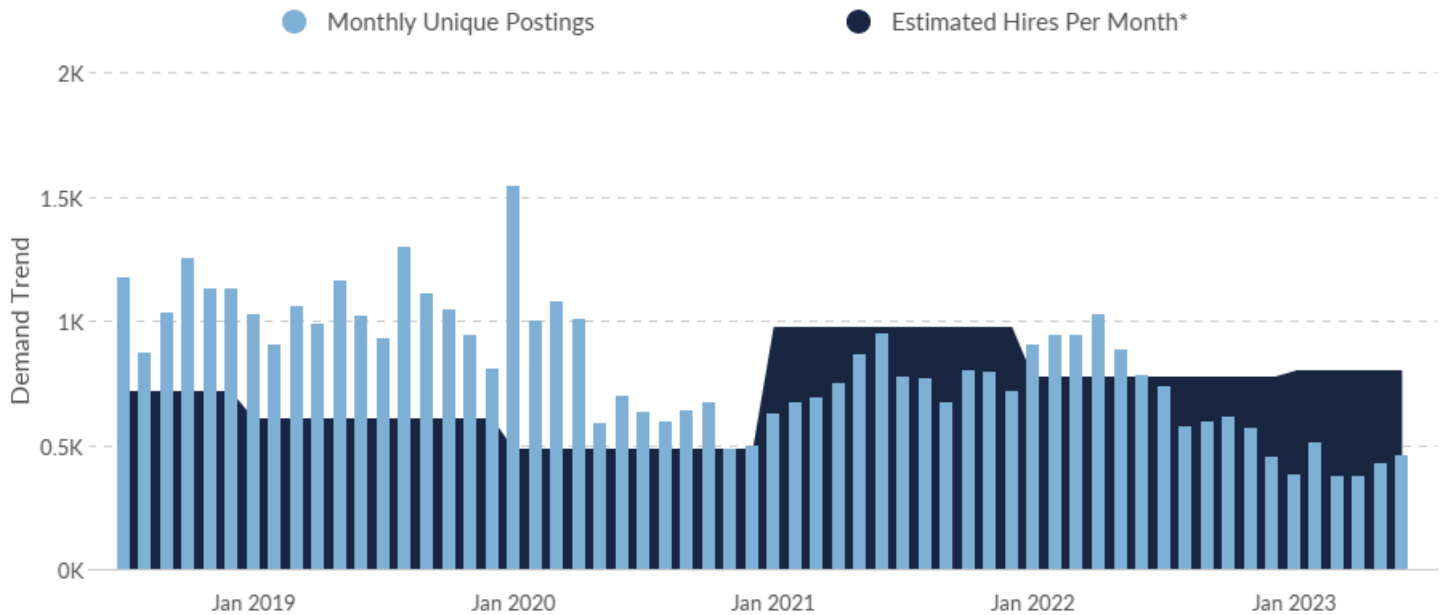
**7,785 Employers Competing**

All employers in the region who posted for this job from Jan 2015 to Dec 2021.



**26 Day Median Duration**

Posting duration is 1 day longer than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2015 - Dec 2021)	Avg Monthly Hires (Jan 2015 - Dec 2021)
Media and Communication Workers	889	693

\*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
Randstad	1,415		Technical Writers	10,895	
LanguageLine Solutions	973		Copywriters	3,553	
Robert Half	751		Content Strategists	1,611	
Apple	729		UX Writers	1,055	
Google	564		Communications Specialists	1,007	
Meta	515		Content Writers	994	
Stanford University	494		Demand Generation Managers	826	
Creative Circle	445		Medical Writers	575	
Salesforce	436		Editors	512	
Aquent	432		Copy Editors	488	

### Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

### Top Defining Skills by Demand

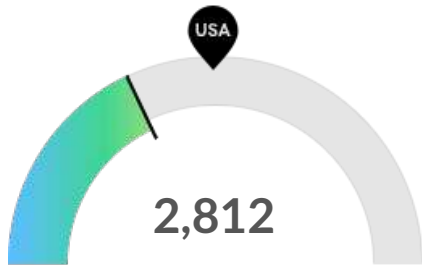
Not enough data to display Defining Skills for this occupation.

### Top Necessary Skills by Demand

Not enough data to display Necessary Skills for this occupation.

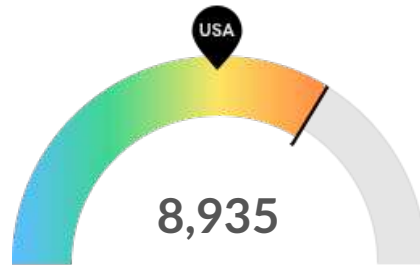
## Demographics

### Retirement Risk Is Low, While Overall Diversity Is High



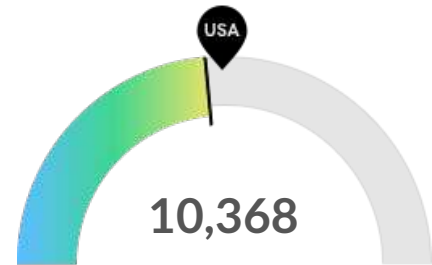
**Retiring Soon**

Retirement risk is low in your area. The national average for an area this size is 4,376\* employees 55 or older, while there are 2,812 here.



**Racial Diversity**

Racial diversity is high in your area. The national average for an area this size is 5,503\* racially diverse employees, while there are 8,935 here.

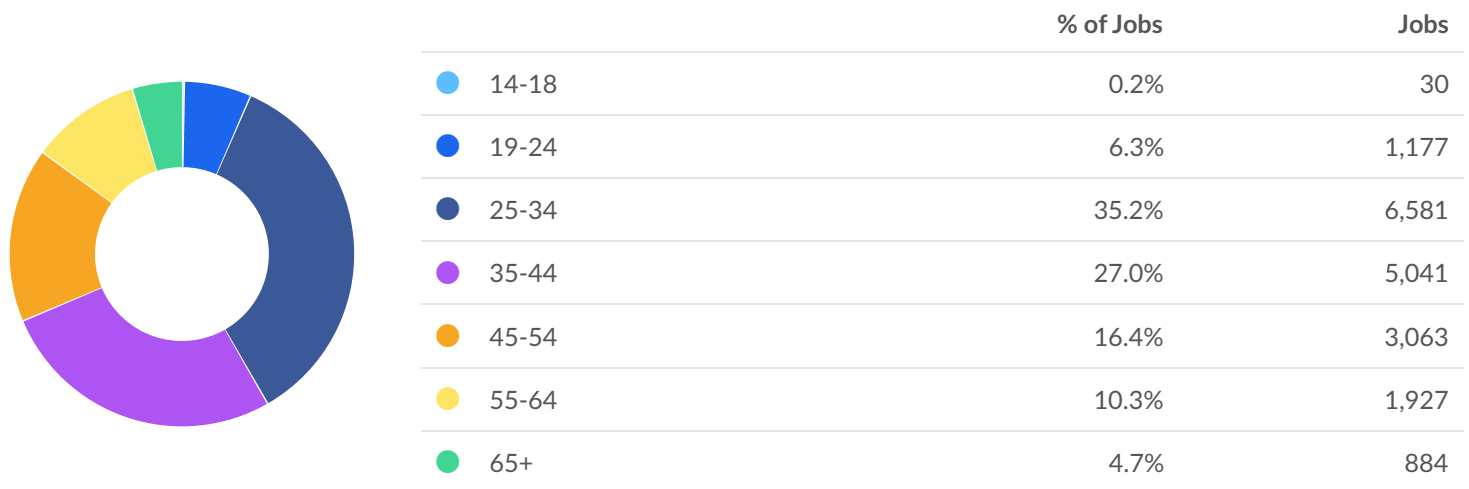


**Gender Diversity**

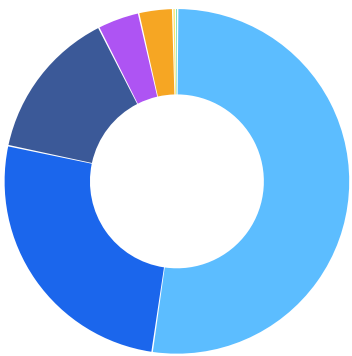
Gender diversity is about average in your area. The national average for an area this size is 11,302\* female employees, while there are 10,368 here.

\*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 your area. In other words, the values represent the national average adjusted for region size.

## Occupation Age Breakdown



### Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
● White	52.2%	9,769
● Asian	26.0%	4,867
● Hispanic or Latino	14.2%	2,655
● Black or African American	3.9%	732
● Two or More Races	3.2%	594
● American Indian or Alaska Native	0.3%	49
● Native Hawaiian or Other Pacific Islander	0.2%	38

### Occupation Gender Breakdown



	% of Jobs	Jobs
● Males	44.6%	8,335
● Females	55.4%	10,368

# Occupational Programs



## 54 Programs

Of the programs that can train for this job, 54 have produced completions in the last 5 years.



## 6,015 Completions (2021)

The completions from all regional institutions for all degree types.



## 4,660 Openings (2021)

The average number of openings for an occupation in the region is 491.

CIP Code	Top Programs	Completions (2021)
09.0101	Speech Communication and Rhetoric	1,514
45.1001	Political Science and Government, General	609
23.0101	English Language and Literature, General	577
24.0103	Humanities/Humanistic Studies	518
51.2201	Public Health, General	433
09.0701	Radio and Television	367
52.1401	Marketing/Marketing Management, General	282
13.1001	Special Education and Teaching, General	176
16.0905	Spanish Language and Literature	163
09.0401	Journalism	156

Top Schools	Completions (2021)	
San Francisco State University	1,351	
San Jose State University	1,217	
Santa Clara University	500	
University of San Francisco	473	
City College of San Francisco	387	
De Anza College	348	
Stanford University	342	
Foothill College	208	
West Valley College	171	
San Jose City College	129	

## Appendix A

### Media and Communication Workers in Peninsula (SF-SM-SC)

## Appendix B - 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

Emsi'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.