

EMSI



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Program Report



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EMSI

Region Info

Region: San Francisco larger MSA

County Areas: Alameda, California (6001), Contra Costa, California (6013), Marin, California (6041), San Francisco, California (6075), San Mateo, California (6081), Santa Clara, California (6085)

Executive Summary

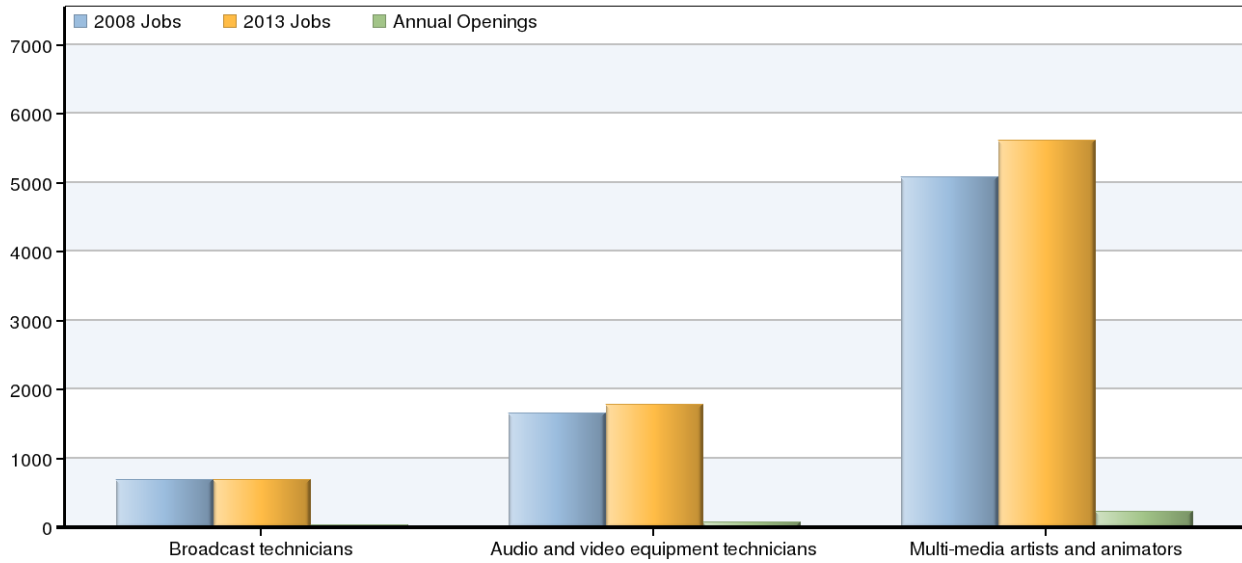
Program
Multimedia (TOP 0614.10)

Program Occupations
Multi-media artists and animators (SOC 27-1014)
Audio and video equipment technicians (SOC 27-4011)
Broadcast technicians (SOC 27-4012)

Summary	
2008 Occupational Jobs	7,420
2013 Occupational Jobs	8,064
Total Change	645
Total % Change	9%
2009 Median Hourly Earnings/Worker	\$19.63
Annual Openings	318
Total Replacement Jobs	945

Source: EMSI Complete Employment - Spring 2009

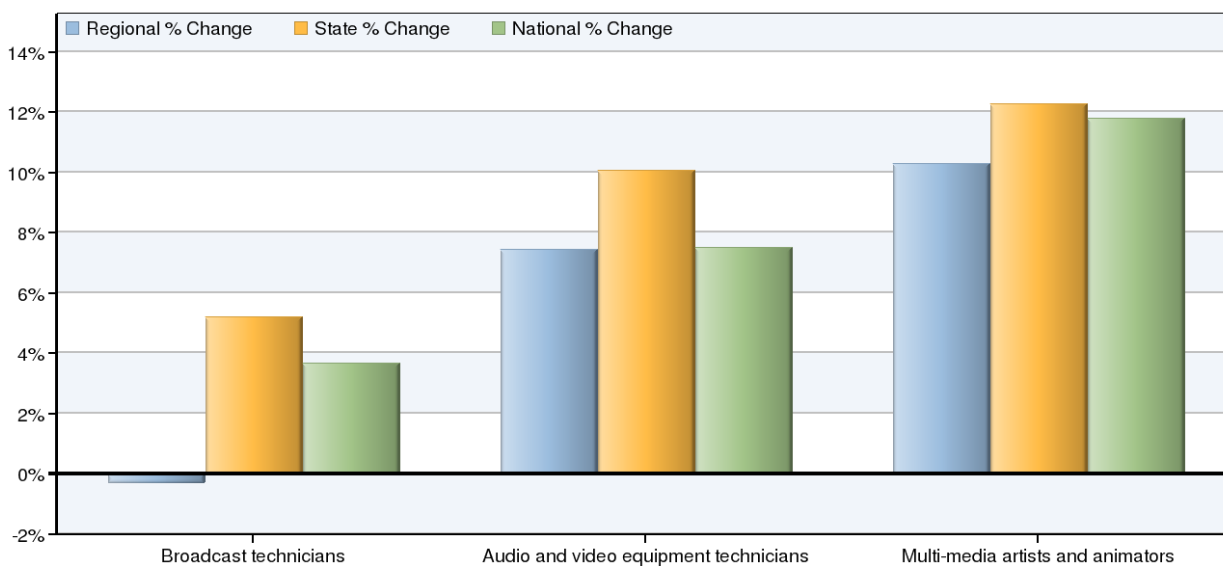
Occupational Breakdown



SOC Code	Description	2008 Jobs	2013 Jobs	Annual Openings	Replacement Jobs	Hourly Earnings	Education Level
27-4012	Broadcast technicians	681	679	21	107	\$17.48	Associate's degree
27-4011	Audio and video equipment technicians	1,651	1,774	76	258	\$18.59	Long-term on-the-job training
27-1014	Multi-media artists and animators	5,087	5,611	221	580	\$20.24	Bachelor's degree
	Total	7,420	8,064	318	945	\$19.63	

Source: EMSI Complete Employment - Spring 2009

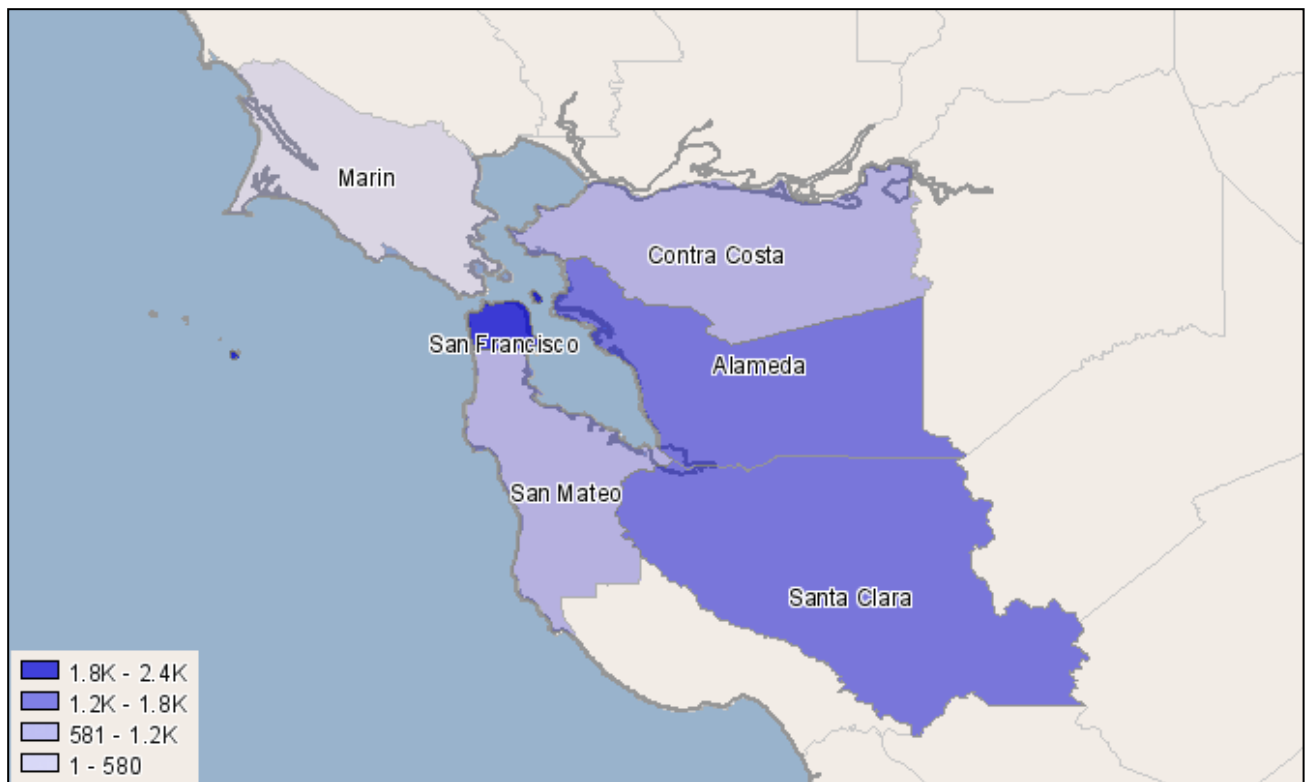
Occupational Change



SOC Code	Description	Regional Change	Regional % Change	State % Change	National % Change
27-4012	Broadcast technicians	-2	-0%	5%	4%
27-4011	Audio and video equipment technicians	123	7%	10%	8%
27-1014	Multi-media artists and animators	524	10%	12%	12%

Source: EMSI Complete Employment - Spring 2009

Occupation Distribution



County	2008 Jobs
San Francisco, CA (6075)	2,307
Santa Clara, CA (6085)	1,655
Alameda, CA (6001)	1,278
San Mateo, CA (6081)	1,067
Contra Costa, CA (6013)	584
Marin, CA (6041)	529

Source: EMSI Complete Employment - Spring 2009

Data Sources and Calculations

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department.