



CREATIVE ECONOMY IN THE SAN DIEGO REGION

CREATIVE INDUSTRY SNAPSHOT

Parameters

Industries

71 items selected. See Appendix A for details.

Regions

Code	Description
41740	San Diego-Chula Vista-Carlsbad, CA

Timeframe

2014 - 2019

Datarun

2019.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed

Creative Economy Industries in San Diego-Chula Vista-Carlsbad, CA

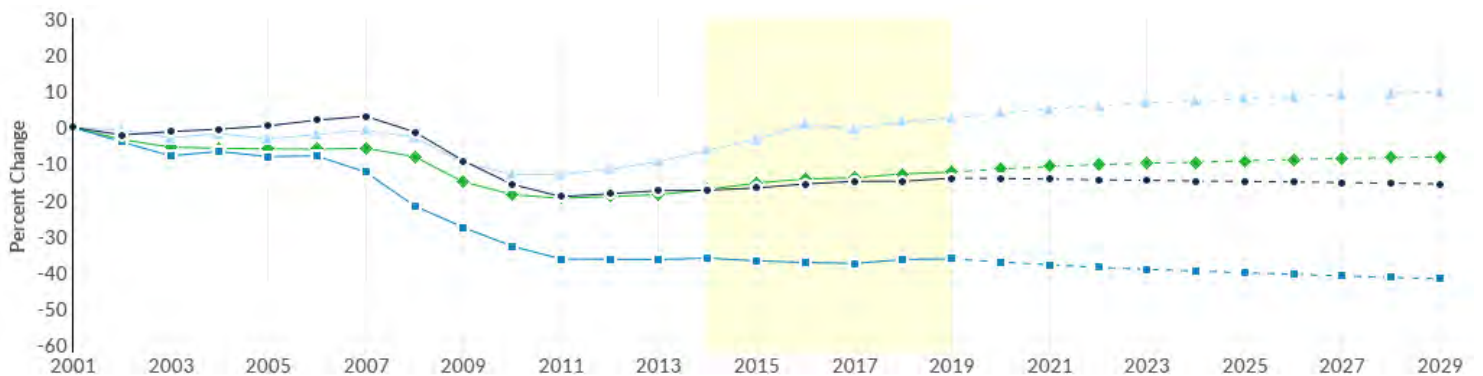
Industry Summary for Creative Economy Industries

<p>51,206 Jobs (2019) 2% below National average</p>	<p>+4.1% % Change (2014-2019) Nation: +5.8%</p>	<p>\$76,153 Avg. Earnings Per Job (2019) Nation: \$89,013</p>
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Industry Detail

Payrolled Business Locations (2019)	3,926
Jobs Multiplier	5
Unemployed	Only Available for 2-Digit

Regional Trends



Region	2014 Jobs	2019 Jobs	Change	% Change
● Region	49,212	51,206	1,994	4.1%
■ San Marcos	952	950	-2	-0.2%
▲ State	846,317	926,401	80,084	9.5%
◆ Nation	4,630,088	4,898,295	268,207	5.8%

Occupations Employed by these Industries

Description	Employed in Industry Group (2019)	% of Total Jobs in Industry Group (2019)
Graphic Designers	2,100	4.1%
Interior Designers	1,265	2.5%
Software Developers, Applications	1,250	2.4%
Writers and Authors	1,199	2.3%
General and Operations Managers	1,054	2.1%

Industry Gender Breakdown



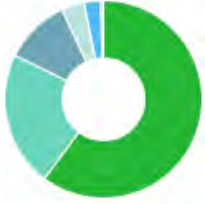
Gender	2019 Jobs	2019 Percent
● Males	28,581	55.8%
● Females	22,625	44.2%

Industry Age Breakdown



Age	2019 Jobs	2019 Percent
● 14-18	539	1.1%
● 19-24	4,345	8.5%
● 25-34	12,369	24.2%
● 35-44	11,341	22.1%
● 45-54	10,194	19.9%
● 55-64	8,257	16.1%
● 65+	4,160	8.1%

Industry Race/Ethnicity Breakdown



Race/Ethnicity	2019 Jobs	2019 Percent
White	30,818	60.2%
Hispanic or Latino	11,310	22.1%
Asian	5,504	10.7%
Black or African American	1,925	3.8%
Two or More Races	1,388	2.7%
Native Hawaiian or Other Pacific Islander	147	0.3%
American Indian or Alaska Native	115	0.2%

Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Motion Picture and Video Production	\$32,459,307	\$144,539,607	\$176,998,914
Cable and Other Subscription Programming	\$174,941,567	\$286,941	\$175,228,508
Television Broadcasting	\$97,071,228	\$70,933,331	\$168,004,560
Corporate, Subsidiary, and Regional Managing Offices	\$68,434,827	\$94,401,903	\$162,836,729
Lessors of Residential Buildings and Dwellings	\$153,730,816	\$92,929	\$153,823,745

Top Regional Businesses

Business Name	Industry Name	Business Size
Aarrow Sign Spinners	Advertising Agencies (541810)	950
Advanced Marketing Services Inc	Book Publishers (511130)	850
Union-tribune Publishing Co	Newspaper Publishers (511110)	850
The San Biego Union Tribune	Newspaper Publishers (511110)	600
Penny Saver	Advertising Agencies (541810)	550

Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data.

Appendix A - Industries

Code	Description	Code	Description
315190	Other Apparel Knitting Mills	512250	Record Production and Distribution
315210	Cut and Sew Apparel Contractors	512290	Other Sound Recording Industries
315220	Men's and Boys' Cut and Sew Apparel Manufacturing	515111	Radio Networks
315240	Women's, Girls', and Infants' Cut and Sew Apparel Manufacturing	515112	Radio Stations
315280	Other Cut and Sew Apparel Manufacturing	515120	Television Broadcasting
315990	Apparel Accessories and Other Apparel Manufacturing	515210	Cable and Other Subscription Programming
316210	Footwear Manufacturing	519110	News Syndicates
323111	Commercial Printing (except Screen and Books)	519120	Libraries and Archives
323113	Commercial Screen Printing	519130	Internet Publishing and Broadcasting and Web Search Portals
323117	Books Printing	531120	Lessors of Nonresidential Buildings (except Miniwarehouses)
323120	Support Activities for Printing	532282	Video Tape and Disc Rental
332323	Ornamental and Architectural Metal Work Manufacturing	541310	Architectural Services
334614	Software and Other Prerecorded Compact Disc, Tape, and Record Reproducing	541320	Landscape Architectural Services
337212	Custom Architectural Woodwork and Millwork Manufacturing	541340	Drafting Services
339910	Jewelry and Silverware Manufacturing	541410	Interior Design Services
339930	Doll, Toy, and Game Manufacturing	541420	Industrial Design Services
339992	Musical Instrument Manufacturing	541430	Graphic Design Services
423410	Photographic Equipment and Supplies Merchant Wholesalers	541490	Other Specialized Design Services
424920	Book, Periodical, and Newspaper Merchant Wholesalers	541810	Advertising Agencies
451140	Musical Instrument and Supplies Stores	541921	Photography Studios, Portrait
451211	Book Stores	541922	Commercial Photography
453920	Art Dealers	561920	Convention and Trade Show Organizers
511110	Newspaper Publishers	611610	Fine Arts Schools
		711110	Theater Companies and Dinner Theaters
		711120	Dance Companies
		711130	Musical Groups and Artists

511120	Periodical Publishers
511130	Book Publishers
511191	Greeting Card Publishers
511199	All Other Publishers
511210	Software Publishers
512110	Motion Picture and Video Production
512120	Motion Picture and Video Distribution
512131	Motion Picture Theaters (except Drive-Ins)
512132	Drive-In Motion Picture Theaters
512191	Teleproduction and Other Postproduction Services
512199	Other Motion Picture and Video Industries
512230	Music Publishers
512240	Sound Recording Studios

711190	Other Performing Arts Companies
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
711510	Independent Artists, Writers, and Performers
712110	Museums
712120	Historical Sites
712130	Zoos and Botanical Gardens
712190	Nature Parks and Other Similar Institutions

Appendix B - Data Sources and Calculations

Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

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.

DatabaseUSA.com Business-Level Data

Data for individual businesses is provided by DatabaseUSA.com, which maintains a database of more than 14 million U.S. business entities. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

State Data Sources

This report uses state data from the following agencies: Alabama Department of Industrial Relations; Alaska Department of Labor and Workforce Development; Arizona Department of Administration, Office of Employment and Population Statistics; Arkansas Department of Workforce Services; California Labor Market Information Department; Colorado Department of Labor and Employment; Connecticut did not provide us with a data source; Delaware Office of Occupational and Labor Market Information, Delaware Wages 2004; District of Columbia Department of Employment Services; Florida Department of Economic Opportunity; Georgia Department of Labor, Workforce Information and Analysis, Occupational Information Services Unit; Hawaii Department of Labor and Industrial Relations, Research and Statistics Office; Idaho Department of Labor; Illinois Department of Employment Security, Employment Projections; Indiana Department of Workforce Development; Iowa Workforce Development; Kansas Department of Labor, Labor Market Information Services, Kansas Wage Survey; Kentucky Office of Employment and Training; Louisiana Department of Labor; Maine did not provide us with a data source; Maryland Department of Labor, Licensing and Regulation, Office of Labor Market Analysis and Information; Massachusetts Executive Office of Labor and Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Mississippi Department of Employment Security; Missouri Department of Economic Development; Montana Department of Labor and Industry, Research and Analysis Bureau; Nebraska Workforce Development; Nevada Department of Employment, Training and Rehabilitation, Information Development and Processing Division, Research and Analysis Bureau; New Hampshire Department of Employment Security; New Jersey Department of Labor and Workforce Development; New Mexico Department of Labor, Bureau of Economic Research and Analysis; New York Department of Labor, Division of Research and Statistics; North Carolina Department of Commerce, Labor and Economic Analysis Division; North Dakota Job Service, Labor Market Information Center; Ohio Department of Job and Family Services, Labor Market

Information Division; Oklahoma Employment Security Commission; Oregon Employment Department, Oregon Labor Market Information System; Pennsylvania Department of Labor and Industry, Center for Workforce Information and Analysis; Rhode Island did not provide us with a data source; South Carolina Employment Security Commission, Labor Market Information Department; South Dakota Department of Labor, Labor Market Information Division; Tennessee Department of Labor and Workforce Development, Research and Statistics Division; Texas Workforce Commission; Utah Department of Workforce Services; Vermont did not provide us with a data source; Virginia Employment Commission, Economic Information Services; Washington State Employment Security Department, Labor Market and Economic Analysis Branch; West Virginia Bureau of Employment Programs, Research Information & Analysis Division; Wisconsin Department of Workforce Development, Bureau of Workforce Information; Wyoming Department of Employment, Research and Planning



CREATIVE ECONOMY IN THE SAN DIEGO REGION

PROFILE ANALYTICS

Parameters

Regions

Code	Description
41740	San Diego-Chula Vista-Carlsbad, CA

Occupations

77 items selected. See Appendix A for details.

Education Level

Any

Keyword Search

Profiles in This Report Have Had Activity or Been Updated Since

2019

50,410

Profiles (updated since 2019)



Top Cities

City	Profiles	Percent
San Diego, CA	38,853	77.07%
Carlsbad, CA	1,781	3.53%
Oceanside, CA	1,058	2.10%
Chula Vista, CA	943	1.87%
Encinitas, CA	841	1.67%
Escondido, CA	803	1.59%
Vista, CA	598	1.19%
La Jolla, San Diego, CA	594	1.18%
San Marcos, CA	556	1.10%
El Cajon, CA	535	1.06%

Top Companies

Company	Profiles	Percent
Qualcomm Incorporated	1,217	2.41%
Intuit Inc.	467	0.93%
Northrop Grumman Corporation	343	0.68%
General Atomics	306	0.61%
University of California	284	0.56%
Illumina, Inc.	258	0.51%
Teradata Corporation	226	0.45%
Amazon.com, Inc.	215	0.43%
Viasat, Inc.	212	0.42%
Google Inc.	196	0.39%

Top Occupations

Occupation (SOC)	Profiles	Percent
Marketing Managers	12,228	24.26%
Software Developers, Applications	10,645	21.12%
Public Relations Specialists	3,496	6.94%
Graphic Designers	3,127	6.20%
Public Relations and Fundraising Managers	2,586	5.13%
Web Developers	2,114	4.19%
Software Developers, Systems Software	1,732	3.44%
Producers and Directors	1,515	3.01%
Editors	993	1.97%
Art Directors	954	1.89%

Top Job Titles

Job Title	Profiles	Percent
Software Engineer	3,804	7.55%
Marketing Director	1,086	2.15%
Marketing Manager	1,030	2.04%
Graphic Designer	907	1.80%
Business Development Manager (Management)	906	1.80%
Product Manager (Management)	769	1.53%
Creative Director	714	1.42%
Software Developer	660	1.31%
Photographer	607	1.20%
Designer	549	1.09%

Top Schools

School	Profiles	Percent
San Diego State University	5,624	11.16%
University of California, San Diego	4,367	8.66%
University of San Diego	1,090	2.16%
California State University, San Marcos	839	1.66%
University of California, Los Angeles	795	1.58%
Palomar College	782	1.55%
San Diego Mesa College	683	1.35%
The Art Institutes	646	1.28%
University of Southern California	641	1.27%
National University	588	1.17%

Top Programs

Program	Profiles	Percent
Computer Science	3,712	7.36%
Business Administration, Management and Operations	3,560	7.06%
Communication and Media Studies	2,665	5.29%
Marketing	2,421	4.80%
Design and Applied Arts	1,851	3.67%
Computer Engineering	1,391	2.76%
Electrical, Electronics and Communications Engineering	1,389	2.76%
Drafting/Design Engineering Technologies/Technicians	1,166	2.31%
Engineering, General	975	1.93%
Psychology, General	881	1.75%

Top Skills & Qualifications

Skill/Qualification	Profiles	Percent
Management	17,239	34.20%
Leadership	14,234	28.24%
Sales	14,162	28.09%
Customer Service	11,835	23.48%
Microsoft Office	11,790	23.39%
Research	9,948	19.73%
Microsoft Excel	9,184	18.22%
Public Speaking	8,433	16.73%
Social Media	8,285	16.44%
Marketing Strategies	8,051	15.97%

Appendix A - Occupations

Code	Description	Code	Description
11-2011	Advertising and Promotions Managers	27-2099	Entertainers and Performers, Sports and Related Workers, All Other
11-2021	Marketing Managers	27-3011	Radio and Television Announcers
11-2031	Public Relations and Fundraising Managers	27-3021	Broadcast News Analysts
13-1011	Agents and Business Managers of Artists, Performers, and Athletes	27-3022	Reporters and Correspondents
15-1131	Computer Programmers	27-3031	Public Relations Specialists
15-1132	Software Developers, Applications	27-3041	Editors
15-1133	Software Developers, Systems Software	27-3042	Technical Writers
15-1134	Web Developers	27-3043	Writers and Authors
17-1011	Architects, Except Landscape and Naval	27-3099	Media and Communication Workers, All Other
17-1012	Landscape Architects	27-4011	Audio and Video Equipment Technicians
17-1021	Cartographers and Photogrammetrists	27-4012	Broadcast Technicians
17-3011	Architectural and Civil Drafters	27-4013	Radio Operators
19-3091	Anthropologists and Archaeologists	27-4014	Sound Engineering Technicians
19-3093	Historians	27-4021	Photographers
25-4011	Archivists	27-4031	Camera Operators, Television, Video, and Motion Picture
25-4012	Curators	27-4032	Film and Video Editors
25-4013	Museum Technicians and Conservators	27-4099	Media and Communication Equipment Workers, All Other
25-4021	Librarians	39-3021	Motion Picture Projectionists

25-4031	Library Technicians	39-3092	Costume Attendants
25-9011	Audio-Visual and Multimedia Collections Specialists	39-5091	Makeup Artists, Theatrical and Performance
27-1011	Art Directors	43-9031	Desktop Publishers
27-1012	Craft Artists	47-2044	Tile and Marble Setters
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators	47-2161	Plasterers and Stucco Masons
27-1014	Multimedia Artists and Animators	49-9061	Camera and Photographic Equipment Repairers
27-1019	Artists and Related Workers, All Other	49-9063	Musical Instrument Repairers and Tuners
27-1021	Commercial and Industrial Designers	51-6041	Shoe and Leather Workers and Repairers
27-1022	Fashion Designers	51-6051	Sewers, Hand
27-1023	Floral Designers	51-6052	Tailors, Dressmakers, and Custom Sewers
27-1024	Graphic Designers	51-6092	Fabric and Apparel Patternmakers
27-1025	Interior Designers	51-7011	Cabinetmakers and Bench Carpenters
27-1026	Merchandise Displayers and Window Trimmers	51-7021	Furniture Finishers
27-1027	Set and Exhibit Designers	51-7031	Model Makers, Wood
27-1029	Designers, All Other	51-9051	Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders
27-2011	Actors	51-9071	Jewelers and Precious Stone and Metal Workers
27-2012	Producers and Directors	51-9123	Painting, Coating, and Decorating Workers
27-2031	Dancers	51-9151	Photographic Process Workers and Processing Machine Operators
27-2032	Choreographers	51-9194	Etchers and Engravers

27- 2041	Music Directors and Composers
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51- 9195	Molders, Shapers, and Casters, Except Metal and Plastic
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27- 2042	Musicians and Singers
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Appendix B - Data Sources and Calculations

Emsi Profiles

Emsi profiles are collected from various public online sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.



CREATIVE ECONOMY

IN THE SAN DIEGO REGION

DATA NOTES

DATABASE DEVELOPMENT

Industry and occupation data come from Emsi, economic modeling. Occupational data comes from emsi profiles that are collected from various public online sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compadability with Emsi data. Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns. (2) Non- QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states. Data was collected for 2014, 2019, and 2024. Historical data included 2014 data and projected data included 2024 data. The thirteen industry groups and eight occupation groups were modeled by the 2018 Otis Report industry and occupation groupings, and ultimately finalized by the Advisory Committee.

CREATIVE ECONOMY

IN THE SAN DIEGO REGION

DATA NOTES CONT.

SURVEY

The San Diego Regional Economic Development Corporation and the City of San Diego contracted the UC San Diego Extension Center for Research (CR+E) to conduct a comprehensive study that defined, profiled and quantified the economic impact of San Diego's Creative Economy. CR+E conducted a survey, reaching out to decision-makers in more than 3,500 entities that work in the creative industries. Researchers received 425 responses, of which 277 organizations qualified.

Survey results were analyzed using cross-tab analysis to see if there are any nuances on organizations' responses based on the type of entity they are. The following report is grouped by type of businesses that responded, for-profit, non-profit, and the overall respondents (which includes the preceding two).

UC San Diego Extension is the professional education and public service division of UC San Diego whose work focuses on the global trends, technological innovations, and industry trends shaping regional economics with a particular emphasis on workforce issues. The organization's mission is to be a major catalyst for the continued economic, intellectual, and cultural growth of the San Diego and Baja California region. The CR+E is Extension's research arm, which focuses on researching local and global trends and industry developments shaping regional economies. Furthermore, as a public institution, the organization partners with local non-profits to evaluate their impact.

WORKS CITED

1. [2017 San Antonio Creative Industry Growth & Prosperity Report](#)
2. [2018 Otis Report on the Creative Economy of the Los Angeles Region](#)
3. [2019 Otis Report on the Creative Economy](#)
4. [Analysis of Colorado's Creative Industries Cluster Employment and Occupations](#)
5. [Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations & Their Audiences](#)
6. [Boston's Creative Economy](#)
7. [Measuring Chicago's \(Artistically\) Creative Economy](#)
8. [There's Something About Seattle 2019 Creative Economy Report](#)

PHOTO/ARTIST CREDIT

1. Christian Castaneda, Barrio Dogg mural
2. Clairemont Square Bar Cafe
3. Del Mar Plaza
4. Dustine Brane Hull, Solana Beach mural
5. Kara "KJ" Ashley, La Mesa mural
6. Mario Torero, Holy Ghost Barrior Logan mural