

Media Production Arts Occupation Report

CIP 09.0702

Cochise, Pima, SC

Digital Communication and Media/Multimedia

CIP 2010: A program that focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications; and that prepares individuals to function as developers and managers of digital communications media. Includes instruction in computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital media; and emerging trends and issues.

* Program Description – Settings

Occupation Gender Breakdown 2016

Gender	Jobs	Percent
Males	331	82.4%
Females	71	17.6%

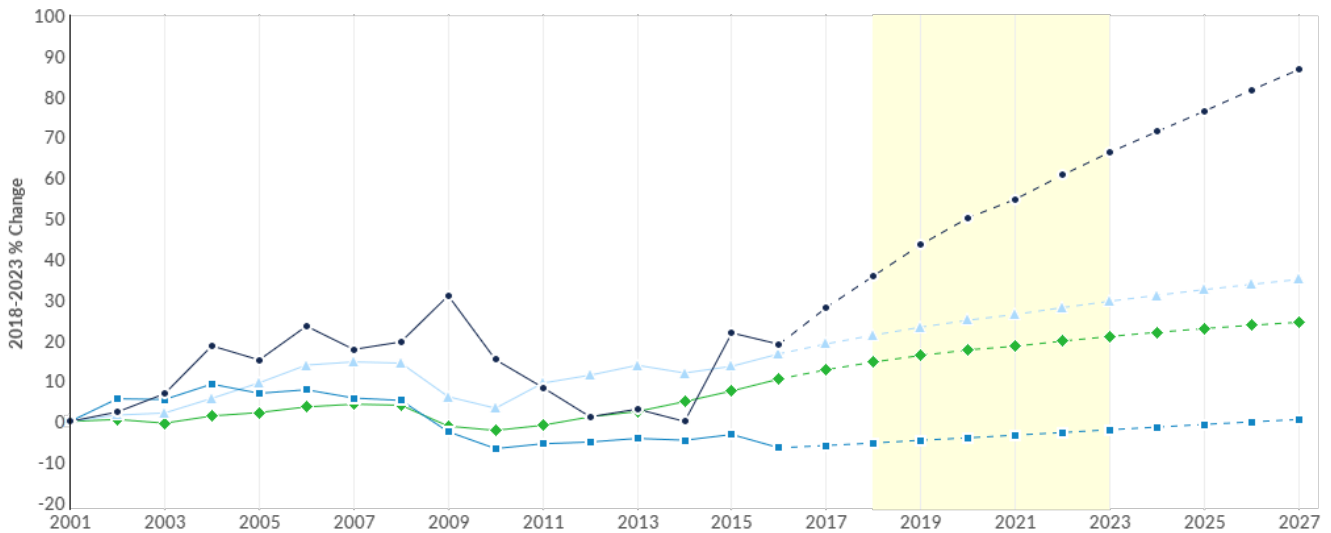
Occupation Age Breakdown 2016

Age	Jobs	Percent
14-18	8	1.9%
19-24	44	10.9%
25-34	96	23.8%
35-44	86	21.5%
45-54	86	21.3%
55-64	61	15.3%
65+	22	5.4%

Occupation Summary for 09.0702

402 Jobs (2016) 21% below National average	3.4% % Change (2018-2023) Nation: 5.5%	\$15.63/hr Median Hourly Earnings Nation: \$20.01/hr
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Occupation Change Summary



	Region	2018 Jobs	2023 Jobs	Change	% Change	Median Hourly Earnings
●	Cochise County, AZ	22	27	5	23%	\$16.88
●	Cochise, Pima, SC	407	421	14	3%	\$15.63
●	Arizona (AZ)	2,889	3,088	199	7%	\$17.03
●	United States	177,047	186,768	9,721	5%	\$20.01

SOC	Description	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
27-1014	Multimedia Artists and Animators	Bachelor's degree	None	Moderate-term on-the-job training
27-4011	Audio and Video Equipment Technicians	Postsecondary non-degree award	None	Short-term on-the-job training
27-4012	Broadcast Technicians	Associate's degree	None	Short-term on-the-job training

Occupation Breakdown - 2018 Jobs

Occupation	Description	Cochise County, AZ	Cochise, Pima, SC	Arizona (AZ)	United States
27-4011	Audio and Video Equipment Technicians	11	247	1,788	94,944
27-1014	Multimedia Artists and Animators	<10	87	658	50,182
27-4012	Broadcast Technicians	<10	74	443	31,920
	Total	22	407	2,889	177,047

Occupation Breakdown - 2023 Jobs

Occupation	Description	Cochise County, AZ	Cochise, Pima, SC	Arizona (AZ)	United States
27-4011	Audio and Video Equipment Technicians	15	263	1,931	102,316
27-1014	Multimedia Artists and Animators	<10	90	709	52,950
27-4012	Broadcast Technicians	<10	68	448	31,503
	Total	27	421	3,088	186,768

Occupation Breakdown - Change

Occupation	Description	Cochise County, AZ	Cochise, Pima, SC	Arizona (AZ)	United States
27-1014	Audio and Video Equipment Technicians	4	16	143	7,372
27-4011	Multimedia Artists and Animators	--	3	51	2,768
27-4012	Broadcast Technicians	--	-6	5	-417
	Total	5	14	199	9,721

Occupation Breakdown - Median Hourly Earnings








Occupation	Description	Cochise County, AZ	Cochise, Pima, SC	Arizona (AZ)	United States
27-4011	Audio and Video Equipment Technicians	--	\$15.81	\$18.33	\$19.88
27-4012	Broadcast Technicians	--	\$18.15	\$16.16	\$18.54
27-1014	Multimedia Artists and Animators	--	\$10.99	\$25.86	\$31.40
	Total	\$19.68	\$15.25	\$19.68	\$22.89

Top Industries – Change from 2018 - 2023

NAICS Code	Description	Cochise County, AZ	Cochise, Pima, SC	Arizona (AZ)	United States
512110	Motion Picture and Video Production	--	4	15	2,340
515112	Radio Stations	--	-3	-8	-478
711510	Independent Artists, Writers, and Performers	--	-4	-5	72
813110	Religious Organizations	--	2	15	546
903612	Colleges, Universities, and Professional Schools (Local Government)	--	1	11	319
	Total	4	0	27	2,799








National Educational Attainment

Multimedia Artists and Animators (27-1014)

	Education Level	2016 Percent
●	Less than high school diploma	3.0% 
●	High school diploma or equivalent	10.7% 
●	Some college, no degree	18.4% 
●	Associate's degree	9.0% 
●	Bachelor's degree	45.0% 
●	Master's degree	12.0% 
●	Doctoral or professional degree	1.9% 








* National Educational Attainment – Settings

National Educational Attainment
 Audio and Video Equipment Technicians (27-4011)

	Education Level	2016 Percent
●	Less than high school diploma	3.1% 
●	High school diploma or equivalent	14.8% 
●	Some college, no degree	28.5% 
●	Associate's degree	16.2% 
●	Bachelor's degree	33.0% 
●	Master's degree	3.8% 
●	Doctoral or professional degree	0.6% 

* National Educational Attainment – Settings

National Educational Attainment
 Broadcast Technicians (27-4012)

	Education Level	2016 Percent
●	Less than high school diploma	3.1% 
●	High school diploma or equivalent	14.8% 
●	Some college, no degree	28.5% 
●	Associate's degree	16.2% 
●	Bachelor's degree	33.0% 
●	Master's degree	3.8% 
●	Doctoral or professional degree	0.6% 

* National Educational Attainment – Settings

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.

Completers Data

The completers 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.

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.

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 and Current Employment Statistics. (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.

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.

State Data Sources

This report uses state data from the following agencies: Arizona Department of Administration, Office of Employment and Population Statistics