



By the Numbers: 10% Rule

For this week's "By the numbers," we've taken a look at which ***metros have at least 10% of the national employment*** for creative occupations. Granted, this approach leaves out medium and small-sized metros, but interestingly, you can start to see which major metros are controlling certain fields. Can you see a spiky occupational make-up? Absolutely.

Here are a few key takeaways:

- Advertising/ Marketing is dominated by New York in sheer numbers.
- LA and New York are the hotbeds for arts, media, and design.
- Houston has a stronghold on engineering. You can see this even more when the criterion is dropped to 8-9% of the national engineering workforce.
- Washington, DC is a research town. Boston is, not surprisingly, strong in biosciences.
- Technology hotspots: Silicon Valley and Washington, DC.

What trends do you see? Anything surprising? Next week, we'll take a look at occupational concentrations.

Advertising/ Marketing

% of National Employment	Occupation	Region
15.50%	Advertising sales agents	New York, NY
11.80%	Public relations managers	New York, NY
11.70%	Market research analysts	New York, NY
11.60%	Advertising and promotions managers	New York, NY

Source: BLS, 2005. Creative Class Group, 2007.

Arts

% of National Employment	Occupation	Region
36.3%	Actors	Los Angeles, CA
26.3%	Agents and business managers of artists, performers, and athletes	Los Angeles, CA
19.8%	Archivists	New York, NY
19.2%	Multi-media artists and animators	Los Angeles, CA
17.9%	Musicians and singers	New York, NY
17.8%	Art directors	New York, NY
17.7%	Music directors and composers	New York, NY
17.1%	Producers and directors	New York, NY
16.9%	Agents and business managers of artists, performers, and athletes	New York, NY
16.8%	Makeup artists, theatrical and performance	Los Angeles, CA
16.5%	Producers and directors	Los Angeles, CA
15.9%	Costume attendants	Las Vegas, NV
12.9%	Museum technicians and conservators	Washington, DC
12.1%	Makeup artists, theatrical and performance	New York, NY
11.3%	Multi-media artists and animators	New York, NY
10.4%	Musicians and singers	Los Angeles, CA
10.1%	Fine artists, including painters, sculptors, and illustrators	New York, NY

Source: BLS, 2005. Creative Class Group, 2007.

Business & Financial Services

% of National Employment	Occupation	Region
27.2%	Brokerage clerks	New York, NY
17.0%	Personal financial advisors	New York, NY
16.1%	Securities, commodities, and financial services sales agents	New York, NY
15.3%	Financial analysts	New York, NY
11.3%	Financial managers	New York, NY
10.6%	Management analysts	Washington, DC

Source: BLS, 2005. Creative Class Group, 2007.

Design

% of National Employment	Occupation	Region
50.3%	Fashion designers	New York, NY
20.3%	Fashion designers	Los Angeles, CA
13.9%	Commercial and industrial designers	Detroit, MI
10.9%	Graphic designers	New York, NY

Source: BLS, 2005. Creative Class Group, 2007.

Engineering

% of National Employment	Occupation	Region
34.0%	Petroleum engineers	Houston, TX
15.7%	Marine engineers and naval architects	Houston, TX
11.1%	Marine engineers and naval architects	Washington, DC

Source: BLS, 2005. Creative Class Group, 2007.

Human Resources

% of National Employment	Occupation	Region
11.2%	Industrial-organizational psychologists	New York, NY
11.2%	Compensation, benefits, and job analysis specialists	New York, NY
10.3%	Industrial-organizational psychologists	Washington, DC

Source: BLS, 2005. Creative Class Group, 2007.

Legal

% of National Employment	Occupation	Region
12.7%	Lawyers	New York, NY
11.4%	Law clerks	New York, NY
10.5%	Paralegals and legal assistants	New York, NY

Source: BLS, 2005. Creative Class Group, 2007.

Media

% of National Employment	Occupation	Region
25.2%	Film and video editors	Los Angeles, CA
17.0%	Film and video editors	New York, NY
16.9%	Editors	New York, NY
16.2%	Camera operators, television, video, and motion picture	Los Angeles, CA
13.5%	Camera operators, television, video, and motion picture	New York, NY
12.6%	Proofreaders and copy markers	New York, NY
12.6%	Radio operators	New York, NY
11.4%	Audio and video equipment technicians	Los Angeles, CA
10.4%	Writers and authors	Washington, DC
10.1%	Writers and authors	New York, NY
10.1%	Reporters and correspondents	New York, NY

Source: BLS, 2005. Creative Class Group, 2007.

Medical Professionals

% of National Employment	Occupation	Region
13.1%	Psychiatrists	New York, NY
12.5%	Prosthodontists	Washington, DC
11.5%	Podiatrists	New York, NY

Source: BLS, 2005. Creative Class Group, 2007.

Research and Science

% of National Employment	Occupation	Region
77.0%	Political scientists	Washington, DC
40.2%	Astronomers	Washington, DC
34.1%	Economists	Washington, DC
25.9%	Geographers	Washington, DC
23.5%	Historians	Washington, DC
20.8%	Mathematicians	Washington, DC
19.2%	Statisticians	Washington, DC
13.8%	Anthropologists and archeologists	Washington, DC
12.4%	Social science research assistants	Washington, DC
11.7%	Cartographers and photogrammetrists	Washington, DC
10.5%	Biomedical engineers	Boston, MA
10.4%	Biochemists and biophysicists	New York, NY

10.4%	Physicists	Washington, DC
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Source: BLS, 2005. Creative Class Group, 2007.

Technology

% of National Employment	Occupation	Region
13.1%	Computer scientists	Washington, DC
12.4%	Computer hardware engineers	San Jose, CA
11.5%	Semiconductor processors	San Jose, CA
10.2%	Computer programmers	New York, NY

Source: BLS, 2005. Creative Class Group, 2007.