



# Occupation Report

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## Survey Researchers

Sacramento-Roseville-Folsom, CA MSA

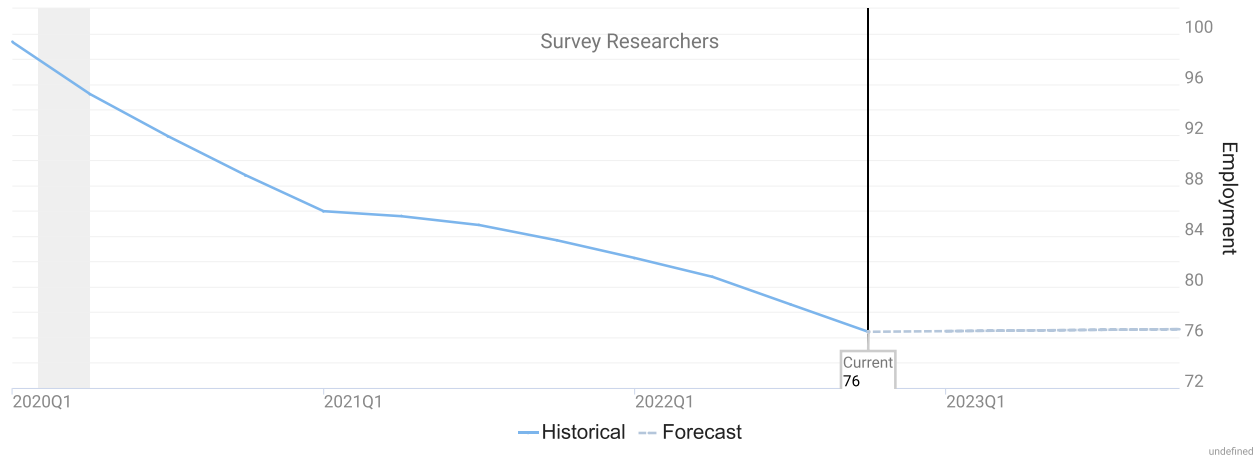
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# Occupation Snapshot


| 6-Digit Occupation        | Empl      | Avg Mean Wages  | LQ          | 3-Year Empl Change | Annual Demand | Forecast Ann Growth |
|---------------------------|-----------|-----------------|-------------|--------------------|---------------|---------------------|
| Survey Researchers        | 76        | \$73,700        | 0.95        | -25                | 7             | 0.3%                |
| <b>Survey Researchers</b> | <b>76</b> | <b>\$73,700</b> | <b>0.95</b> | <b>-25</b>         | <b>7</b>      | <b>0.3%</b>         |



- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

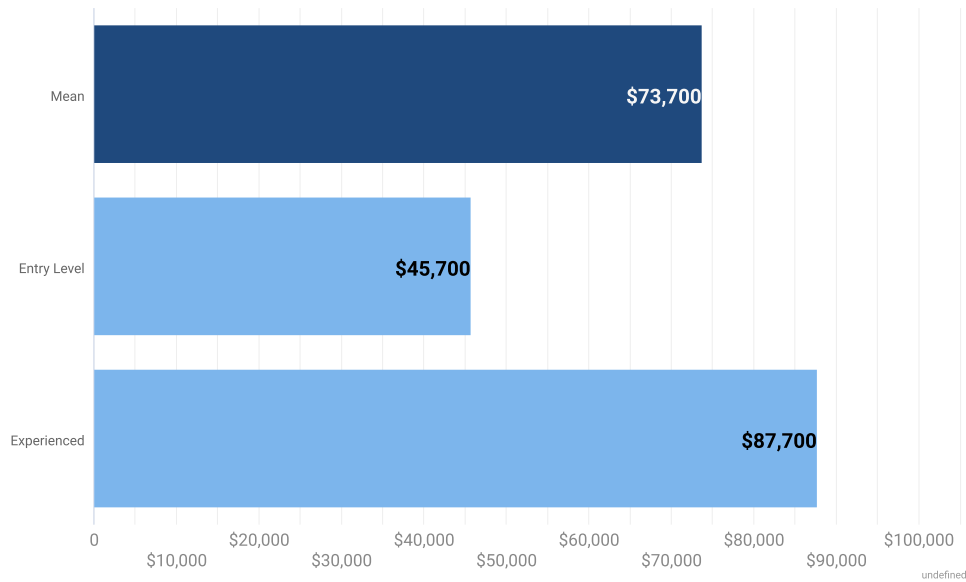
# Employment by Industry

| Industry Title                                                      | % of Occ<br>Empl | Empl | 10-Year<br>Separations | 10-Year<br>Empl<br>Growth | 10-Year<br>Total<br>Demand |
|---------------------------------------------------------------------|------------------|------|------------------------|---------------------------|----------------------------|
| Other Professional, Scientific, and Technical Services              | 37.7%            | 29   | 27                     | 2                         | 29                         |
| Scientific Research and Development Services                        | 10.5%            | 8    | 7                      | 0                         | 7                          |
| Colleges, Universities, and Professional Schools                    | 9.5%             | 7    | 7                      | 1                         | 8                          |
| Executive, Legislative, and Other General Government Support        | 7.0%             | 5    | 5                      | -1                        | 4                          |
| Administration of Human Resource Programs                           | 4.1%             | 3    | 3                      | 0                         | 2                          |
| Administration of Environmental Quality Programs                    | 3.6%             | 3    | 2                      | 0                         | 2                          |
| Administration of Economic Programs                                 | 3.5%             | 3    | 2                      | 0                         | 2                          |
| Justice, Public Order, and Safety Activities                        | 3.0%             | 2    | 2                      | 0                         | 2                          |
| Grantmaking and Giving Services                                     | 2.9%             | 2    | 2                      | 0                         | 2                          |
| Business, Professional, Labor, Political, and Similar Organizations | 2.6%             | 2    | 2                      | 0                         | 2                          |
| General Medical and Surgical Hospitals                              | 2.5%             | 2    | 2                      | 0                         | 2                          |
| Management, Scientific, and Technical Consulting Services           | 2.3%             | 2    | 2                      | 0                         | 2                          |
| Outpatient Care Centers                                             | 2.1%             | 2    | 2                      | 0                         | 2                          |
| Educational Support Services                                        | 2.0%             | 2    | 1                      | 0                         | 2                          |
| Employment Services                                                 | 1.7%             | 1    | 1                      | 0                         | 1                          |
| Computer Systems Design and Related Services                        | 0.8%             | 1    | 1                      | 0                         | 1                          |
| Advertising, Public Relations, and Related Services                 | 0.8%             | 1    | 1                      | 0                         | 1                          |
| Architectural, Engineering, and Related Services                    | 0.7%             | 1    | 1                      | 0                         | 1                          |
| Social Advocacy Organizations                                       | 0.7%             | 1    | 0                      | 0                         | 1                          |
| All Others                                                          | 2.0%             | 2    | 1                      | 0                         | 1                          |

 The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

 “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

# Wages

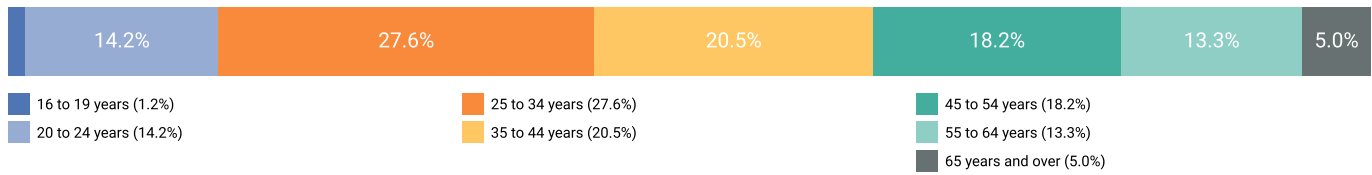


| Occupation         | Mean     | Median   | Entry Level | Experienced |
|--------------------|----------|----------|-------------|-------------|
| Survey Researchers | \$73,700 | \$64,900 | \$45,700    | \$87,700    |

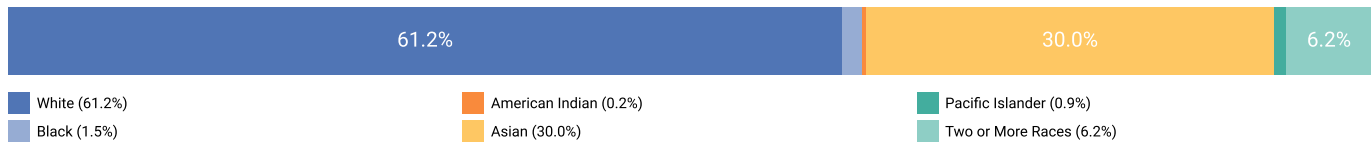
- 💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- 💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

# Occupation Demographics

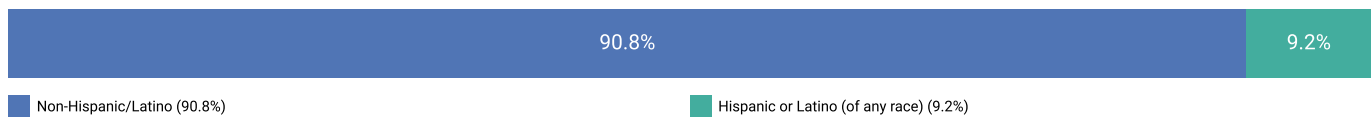
## Age



## Race



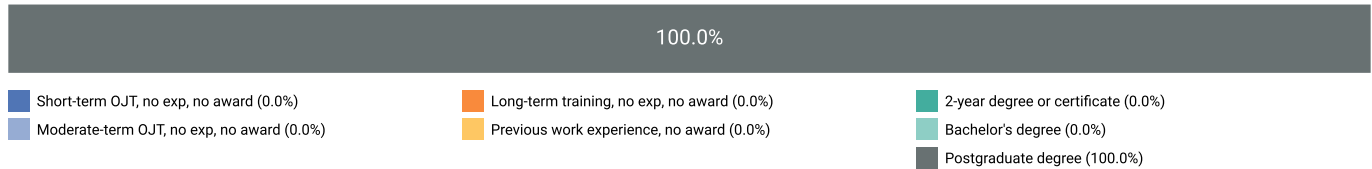
## Ethnicity



## Gender

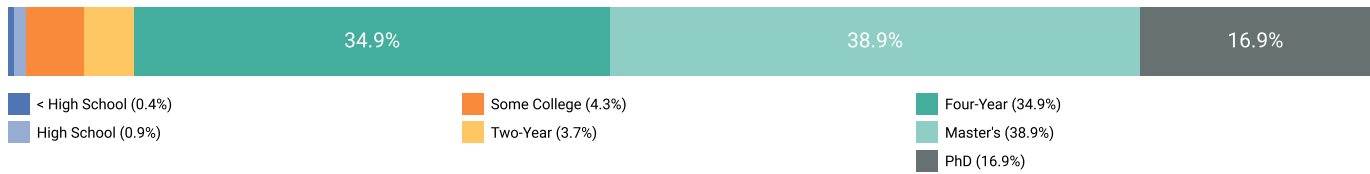


## Education and Training Requirements



# Education Profile

## Educational Attainment



| Occupation         | Typical Entry-Level Education | Previous Work Experience | Typical On-the-Job Training |
|--------------------|-------------------------------|--------------------------|-----------------------------|
| Survey Researchers | Master's degree               | None                     | None                        |


 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

# Postsecondary Programs Linked to Survey Researchers

| Program                                       | Awards |
|-----------------------------------------------|--------|
| <b>American River College</b>                 |        |
| Economics, General                            | 48     |
| <b>California State University-Sacramento</b> |        |
| Economics, General                            | 214    |
| <b>Cosumnes River College</b>                 |        |
| Economics, General                            | 7      |
| <b>Folsom Lake College</b>                    |        |
| Economics, General                            | 86     |
| <b>Sacramento City College</b>                |        |
| Economics, General                            | 11     |
| <b>Sierra College</b>                         |        |
| Economics, General                            | 87     |
| <b>University of California-Davis</b>         |        |
| Business/Managerial Economics                 | 0      |
| Economics, General                            | 0      |
| Statistics, General                           | 286    |
| <b>Woodland Community College</b>             |        |
| Economics, General                            | 4      |

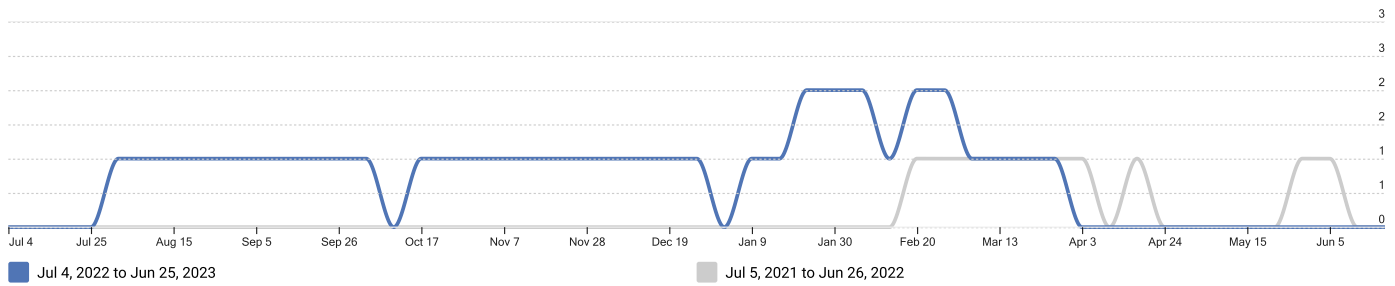
 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

 Among postsecondary programs at schools located in the Sacramento-Roseville-Folsom, CA MSA, the sampling above identifies those most linked to Survey Researchers. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>



# RTI (Job Postings)

Active Job Ads by Date



Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

## Occupations

| SOC        | Occupation         | Active Job Ads |
|------------|--------------------|----------------|
| 19-3022.00 | Survey Researchers | 5              |

### Locations

| Location                                    | Active Job Ads |  |
|---------------------------------------------|----------------|--|
| Sacramento, California                      | 2              |  |
| Sacramento, CA 94278 (Marshall School area) | 1              |  |
| Sacramento, CA 95811 (Richmond Grove area)  | 1              |  |
| University of California Davis              | 1              |  |






### Employers

| Employer Name     | Active Job Ads |  |
|-------------------|----------------|--|
| Accenture         | 1              |  |
| Davis, California | 1              |  |
| ICF               | 1              |  |
| Pearson           | 1              |  |
| Travelers         | 1              |  |

### Hard Skills

| Skill Name               | Active Job Ads |                                                                                     |
|--------------------------|----------------|-------------------------------------------------------------------------------------|
| Data Analysis            | 2              |  |
| French                   | 1              |  |
| Information Architecture | 1              |  |
| JavaScript               | 1              |  |
| Microsoft Excel          | 1              |  |
| Microsoft PowerPoint     | 1              |  |
| Microsoft Word           | 1              |  |
| Portuguese               | 1              |  |
| Presentation             | 1              |  |
| Public Health            | 1              |  |

### Job Titles

| Job Title                                             | Active Job Ads |                                                                                       |
|-------------------------------------------------------|----------------|---------------------------------------------------------------------------------------|
| Design Researcher                                     | 1              |  |
| Experience Design Research Lead                       | 1              |  |
| International Food Security Survey Research Assistant | 1              |  |
| Product Design Researcher                             | 1              |  |
| SURVEY RESEARCHER 2 (Survey Researcher)               | 1              |  |

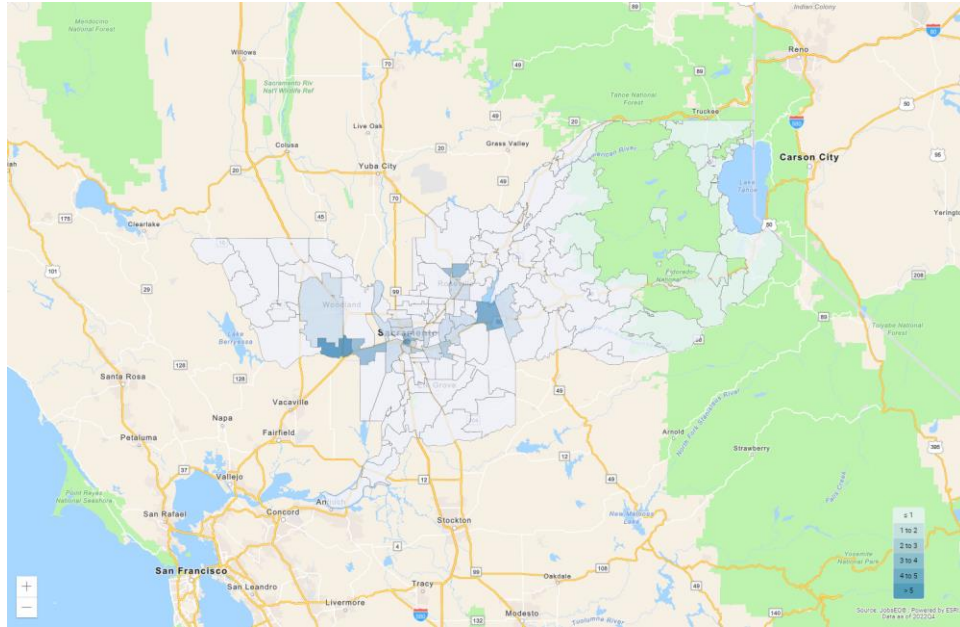
### Education Levels

| Minimum Education Level | Active Job Ads |  |
|-------------------------|----------------|--|
| Bachelor's degree       | 2              |  |
| Master's degree         | 1              |  |
| Unspecified/other       | 2              |  |

### Programs

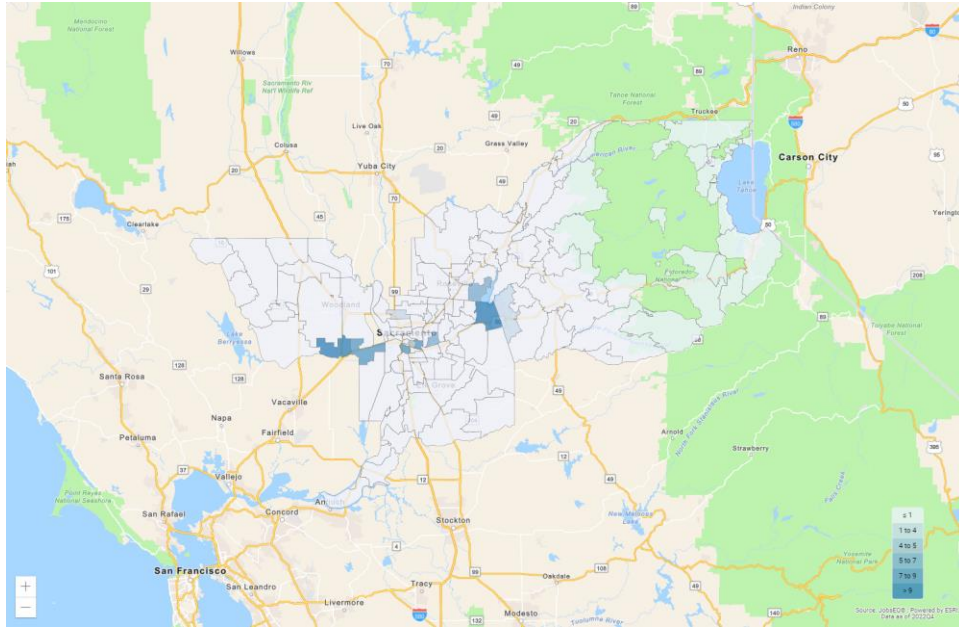
| Program Name      | Active Job Ads |  |
|-------------------|----------------|--|
| Anthropology      | 1              |  |
| Cognitive Science | 1              |  |
| Political Science | 1              |  |
| Psychology        | 1              |  |
| Sociology         | 1              |  |

# Geographic Distribution



**Top ZCTAs by Place of Work for Survey Researchers, 2022Q4**

| Region                               | Employment |
|--------------------------------------|------------|
| ZCTA 95814                           | 13         |
| ZCTA 95616                           | 6          |
| ZCTA 95630                           | 5          |
| ZCTA 95765                           | 4          |
| ZCTA 95811                           | 3          |
| ZCTA 95618 (Yolo County, CA portion) | 3          |
| ZCTA 95827                           | 2          |
| ZCTA 95817                           | 2          |
| ZCTA 95825                           | 2          |
| ZCTA 95826                           | 2          |

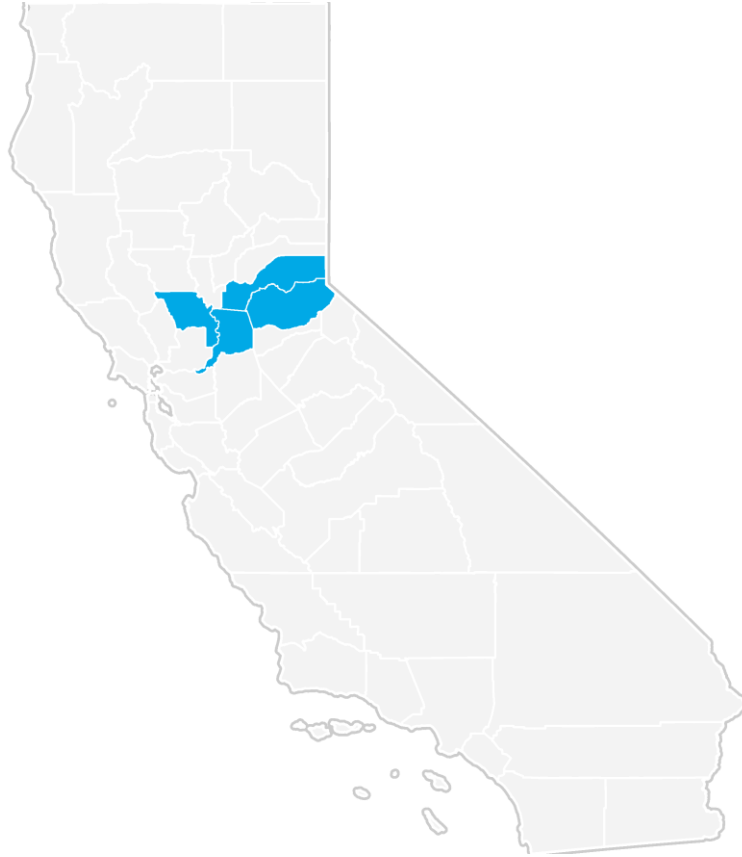


**Top ZCTAs by Place of Residence for Survey Researchers, 2022Q4**

| Region                               | Employment |
|--------------------------------------|------------|
| ZCTA 95616                           | 14         |
| ZCTA 95630                           | 9          |
| ZCTA 95618 (Yolo County, CA portion) | 8          |
| ZCTA 95818                           | 7          |
| ZCTA 95819                           | 7          |
| ZCTA 95746                           | 6          |
| ZCTA 95864                           | 5          |
| ZCTA 95816                           | 5          |
| ZCTA 95835                           | 4          |
| ZCTA 95762                           | 2          |

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

# Sacramento-Roseville-Folsom, CA MSA Regional Map



# Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 07/05/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.



# Region Definition

**Sacramento-Roseville-Folsom, CA MSA is defined as the following counties:**

El Dorado County, California

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Placer County, California

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Sacramento County, California

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Yolo County, California

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# FAQ

## What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.