Web Developers and Digital Interface Designers
in 3 Texas Counties

Contents

What is Emsi Data?

Web Developers and Digital Interface Designers (SOC 15-1257):
Develop and implement websites, web applications, application databases, and interactive web interfaces. Evaluate code to ensure that it is properly structured, meets industry standards, and is compatible with browsers and devices. Optimize website performance, scalability, and server-side code and processes. May develop website infrastructure and integrate websites with other computer applications. Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links. Excludes Special Effects Artists and Animators (27-1014) and Graphic Designers (27-1024).

Sample of Reported Job Titles:
Web Designer
Web Developer
Webmaster
Web Architect
Web Development Instructor
Web Development Director
Web Design Specialist
Technology Applications Engineer
Designer
Web Content Developer

Related O*NET Occupation:
Web Developers (15-1134.00)

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

1 Occupation

15-1257	Web Developers and Digital Interface Designers

3 Counties

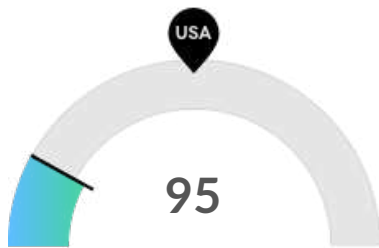|				
48215	Hidalgo County, TX		48489	Willacy County, TX
48427	Starr County, TX			

Class of Worker

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

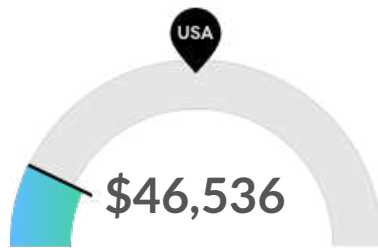The information in this report pertains to the chosen occupation and geographical areas.

Executive Summary

## Light Job Posting Demand Over a Thin Supply of Regional Jobs

95

Jobs (2020)

Your area is not a hotspot for this kind of job. The national average for an area this size is 375* employees, while there are 95 here.

$46,536

Compensation

Earnings are low in your area. The national median salary for Web Developers and Digital Interface Designers is $69,588, compared to $46,536 here.

10
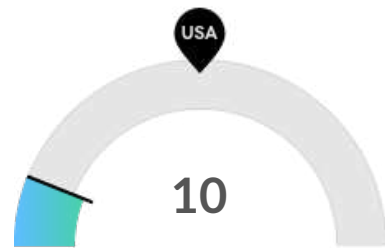
Job Posting Demand

Job posting activity is low in your area. The national average for an area this size is 53* job postings/mo, while there are 10 here.

*National average values are derived by taking the national value for Web Developers and Digital Interface Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

## Regional Employment Is Lower Than the National Average

An average area of this size typically has 375* jobs, while there are 95 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.
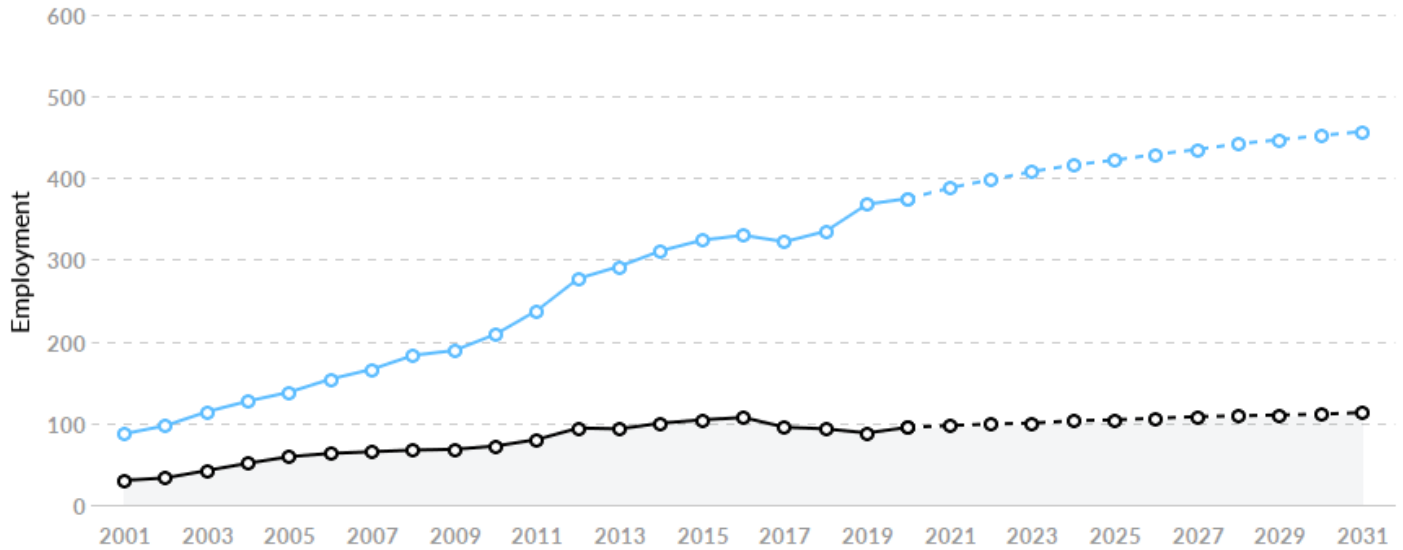
|	Region	2020 Jobs	2030 Jobs	Change	% Change
●	3 Texas Counties	95	111	17	17.9%
●	National Average	375	452	77	20.7%

*National average values are derived by taking the national value for Web Developers and Digital Interface Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown
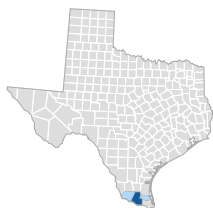
County	2020 Jobs
Hidalgo County, TX	91
Starr County, TX	<10
Willacy County, TX	<10

## Most Jobs are Found in the Computer Systems Design and Related Services Industry Sector
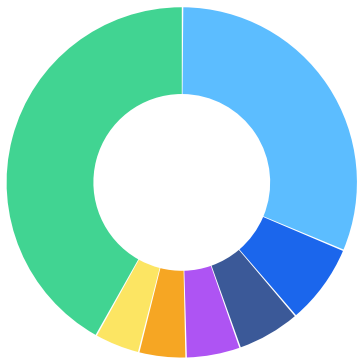
Industry	% of Occupation in Industry (2020)
● Computer Systems Design and Related Services	31.3%
● Education and Hospitals (Local Government)	7.4%
● Education and Hospitals (State Government)	5.8%
● Wired and Wireless Telecommunications Carriers	5.0%
● Management, Scientific, and Technical Consulting Services	4.4%
● Religious Organizations	4.2%
● Other	42.0%

Compensation

Regional Compensation Is 33% Lower Than National Compensation

For Web Developers and Digital Interface Designers, the 2019 median wage in your area is $46,536, while the national median wage is $69,588.
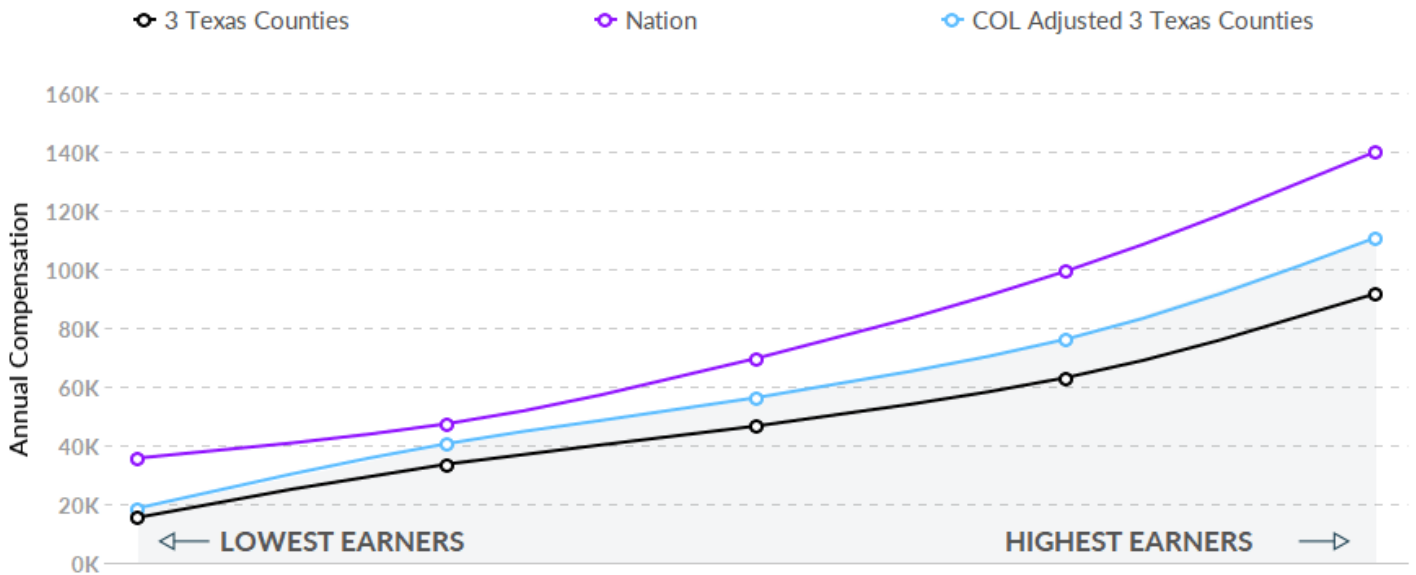
Job Posting Activity

137 Unique Job Postings

The number of unique postings for this job from Jan 2020 to Feb 2021.
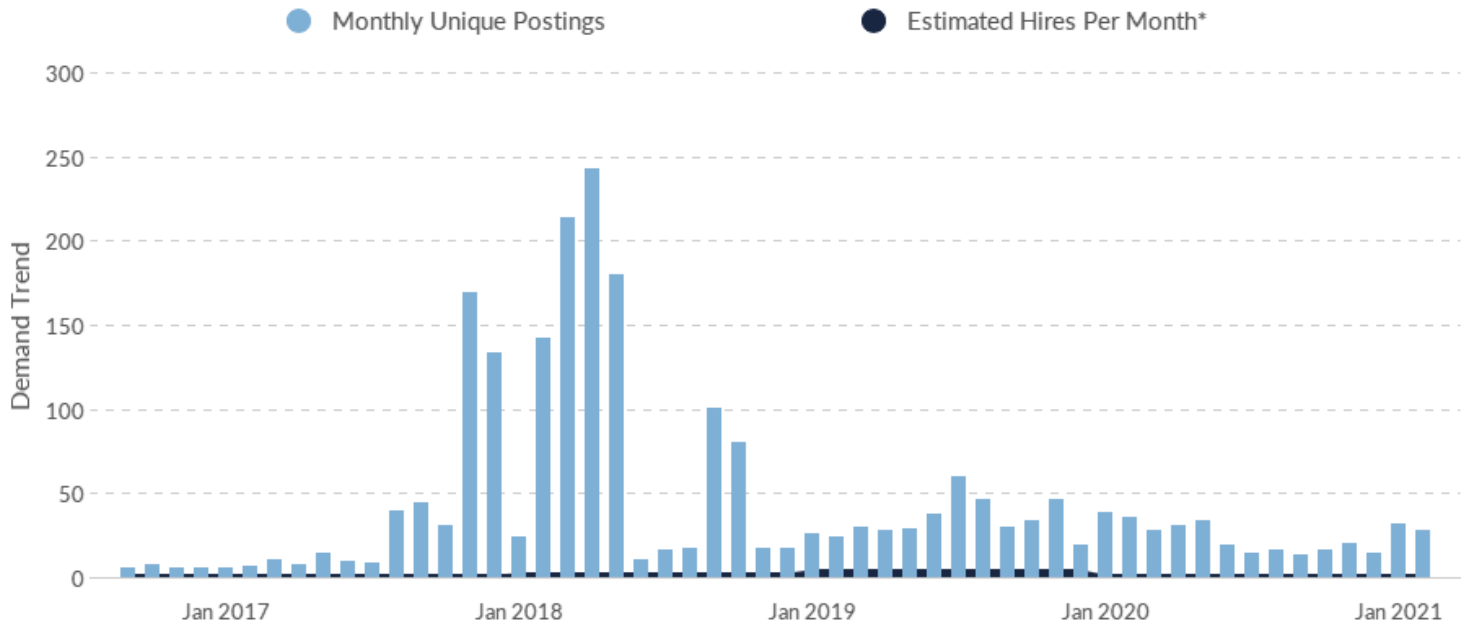
35 Employers Competing

All employers in the region who posted for this job from Jan 2020 to Feb 2021.

14 Day Median Duration

Posting duration is 22 days shorter than what's typical in the region.

● Monthly Unique Postings   ● Estimated Hires Per Month*

Occupation	Avg Monthly Postings (Jan 2020 - Feb 2021)	Avg Monthly Hires (Jan 2020 - Feb 2021)
Web Developers and Digital Interface Designers	25	2

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	
Revature	32	▬▬▬
Jobot	12	▬
Pdma Corporation	5	▪
Automatic Data Processing, Inc....	4	▪
University of Texas Rio Grande ...	4	▪
CyberCoders, Inc.	3	▪
Allconnect, Inc.	2	▪
Freelancer Technology Pty Limit...	2	▪
Allstate Corporation	1	▏
AppleOne	1	▏

| Top Job Titles	Unique Postings	
Front End Developers	19	▬▬▬
Web Developers	11	▬
HTML Developers	10	▬
Ruby on Rails Developers	5	▪
Java Developers	4	▪
JavaScript Developers	4	▪
PHP Developers	4	▪
Level Java Developers	3	▪
Web Content Specialists	3	▪
Content Developers	2	▪

Top Hard Skills

● Frequency in Job Postings   ● Frequency in Profiles
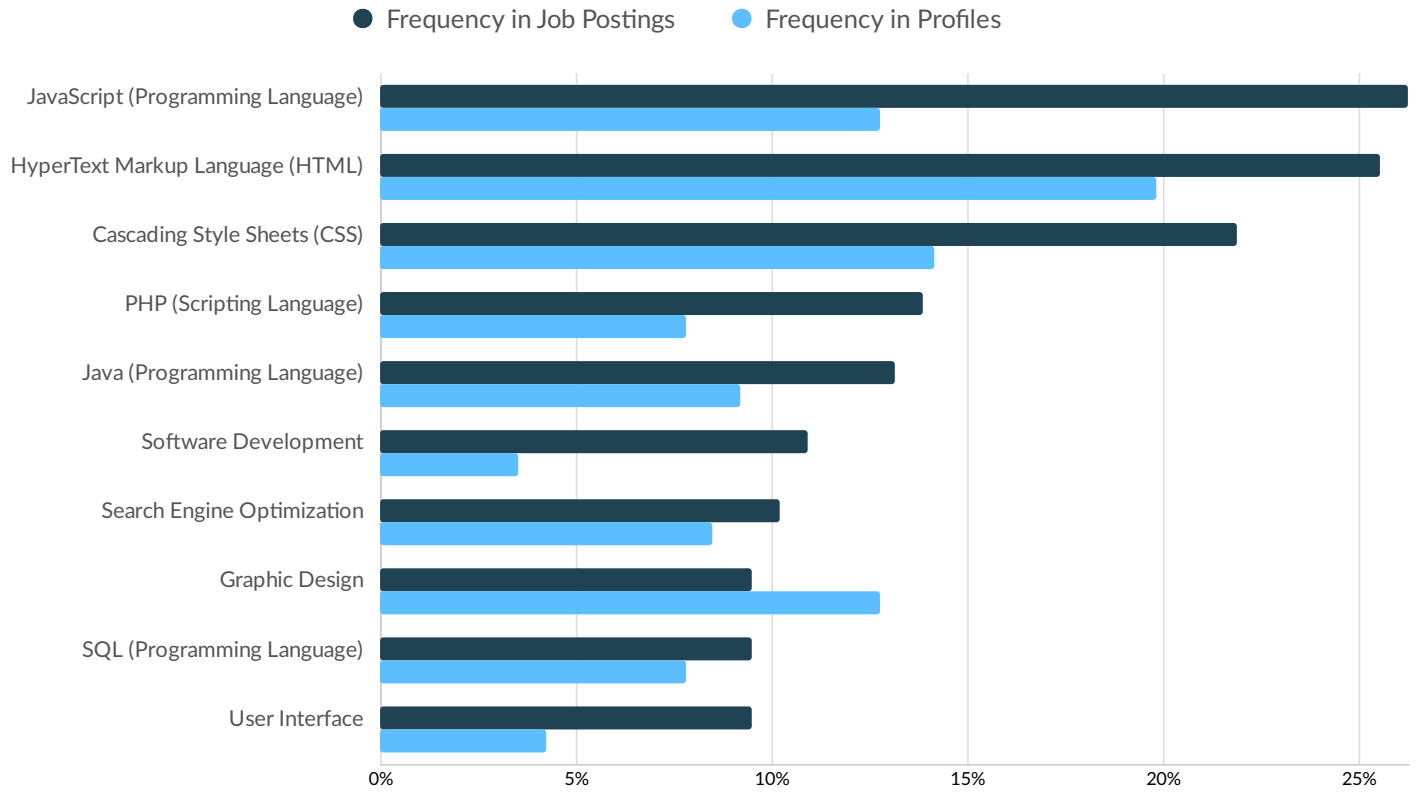
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
JavaScript (Programming Language)	36	26%	18	13%
HyperText Markup Language (HTML)	35	26%	28	20%
Cascading Style Sheets (CSS)	30	22%	20	14%
PHP (Scripting Language)	19	14%	11	8%
Java (Programming Language)	18	13%	13	9%
Software Development	15	11%	5	4%
Search Engine Optimization	14	10%	12	9%
Graphic Design	13	9%	18	13%
SQL (Programming Language)	13	9%	11	8%
User Interface	13	9%	6	4%

Top Common Skills

● Frequency in Job Postings   ● Frequency in Profiles
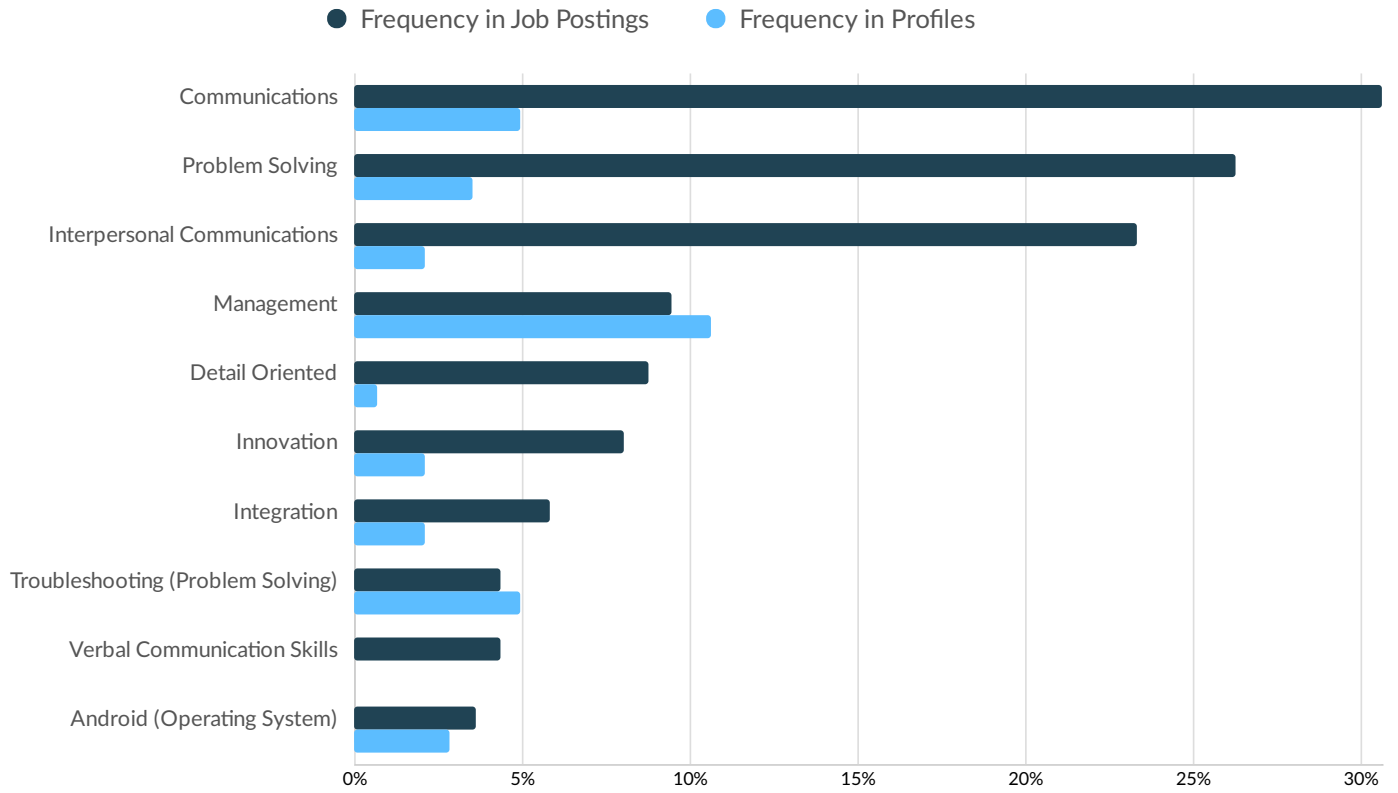
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	42	31%	7	5%
Problem Solving	36	26%	5	4%
Interpersonal Communications	32	23%	3	2%
Management	13	9%	15	11%
Detail Oriented	12	9%	1	1%
Innovation	11	8%	3	2%
Integration	8	6%	3	2%
Troubleshooting (Problem Solving)	6	4%	7	5%
Verbal Communication Skills	6	4%	0	0%
Android (Operating System)	5	4%	4	3%

Demographics
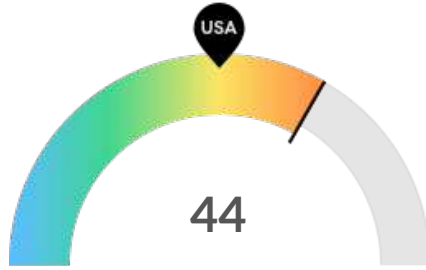
Retirement Risk Is High, While Overall Diversity Is High
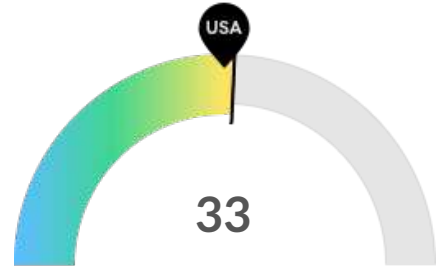
11
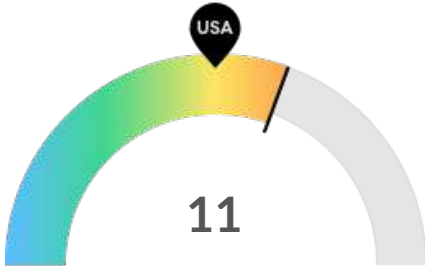
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 8* employees 55 or older, while there are 11 here.

44

Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 28* racially diverse employees, while there are 44 here.

33

Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 31* female employees, while there are 33 here.

*National average values are derived by taking the national value for Web Developers and Digital Interface Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown
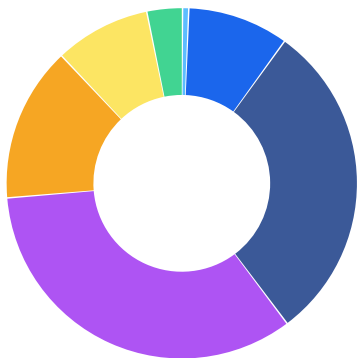
	% of Jobs	Jobs
14-18	0.6%	1
19-24	9.3%	9
25-34	29.8%	28
35-44	33.9%	32
45-54	14.3%	14
55-64	8.8%	8
65+	3.3%	3

Occupation Race/Ethnicity Breakdown
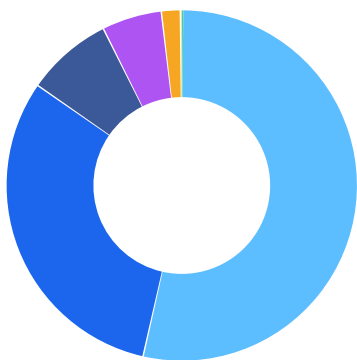
		% of Jobs	Jobs
●	White	53.5%	51
●	Hispanic or Latino	31.1%	29
●	Asian	8.0%	8
●	Black or African American	5.5%	5
●	Two or More Races	1.7%	2
●	American Indian or Alaska Native	0.2%	0
●	Native Hawaiian or Other Pacific Islander	0.0%	0

Occupation Gender Breakdown
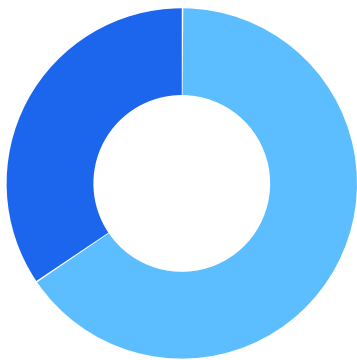
		% of Jobs	Jobs
●	Males	65.5%	62
●	Females	34.5%	33

National Educational Attainment
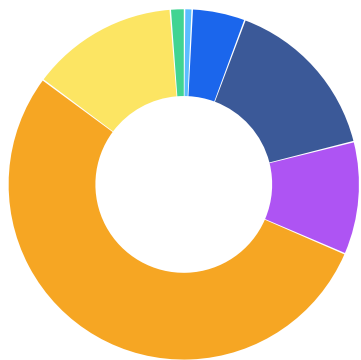
		% of Jobs
🔵	Less than high school diploma	0.7%
🔵	High school diploma or equivalent	4.9%
🔵	Some college, no degree	15.4%
🟣	Associate's degree	10.4%
🟠	Bachelor's degree	53.7%
🟡	Master's degree	13.6%
🟢	Doctoral or professional degree	1.3%

Occupational Programs

3 Programs

Of the programs that can train for this job, 3 have produced completions in the last 5 years.

488 Completions (2019)

The completions from all regional institutions for all degree types.

12 Openings (2019)

The average number of openings for an occupation in the region is 51.

CIP Code	Top Programs	Completions (2019)	
11.0101	Computer and Information Sciences, General	316	
11.0701	Computer Science	137	
14.0901	Computer Engineering, General	35	

Top Schools	Completions (2019)	
South Texas College	360	
The University of Texas Rio Grande Valley	128	

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.

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.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

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.