A person is shown in profile, wearing large headphones with a green and white striped pattern. The background is a blurred office environment with computer monitors and desks.

Web Developers in 2 California Counties

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What is Lightcast Data?

Lightcast 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, resumé, and job postings to give you a complete view of the workforce.

Lightcast 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

15-1254 Web Developers

2 Counties

6079 San Luis Obispo County, CA

6083 Santa Barbara County, CA

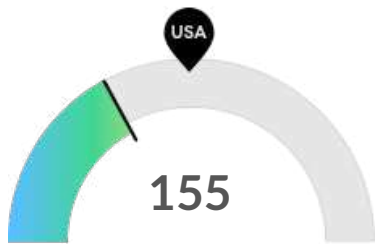
Class of Worker

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

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

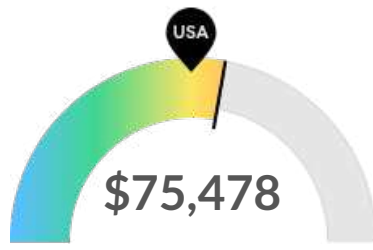
Executive Summary

Light Job Posting Demand Over a Thin Supply of Regional Jobs



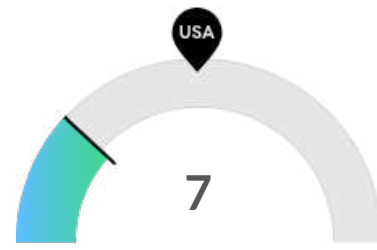
Jobs (2023)

Your area is not a hotspot for this kind of job. The national average for an area this size is 258* employees, while there are 155 here.



Compensation

Earnings are about average in your area. The national median salary for Web Developers is \$72,096, compared to \$75,478 here.



Job Posting Demand

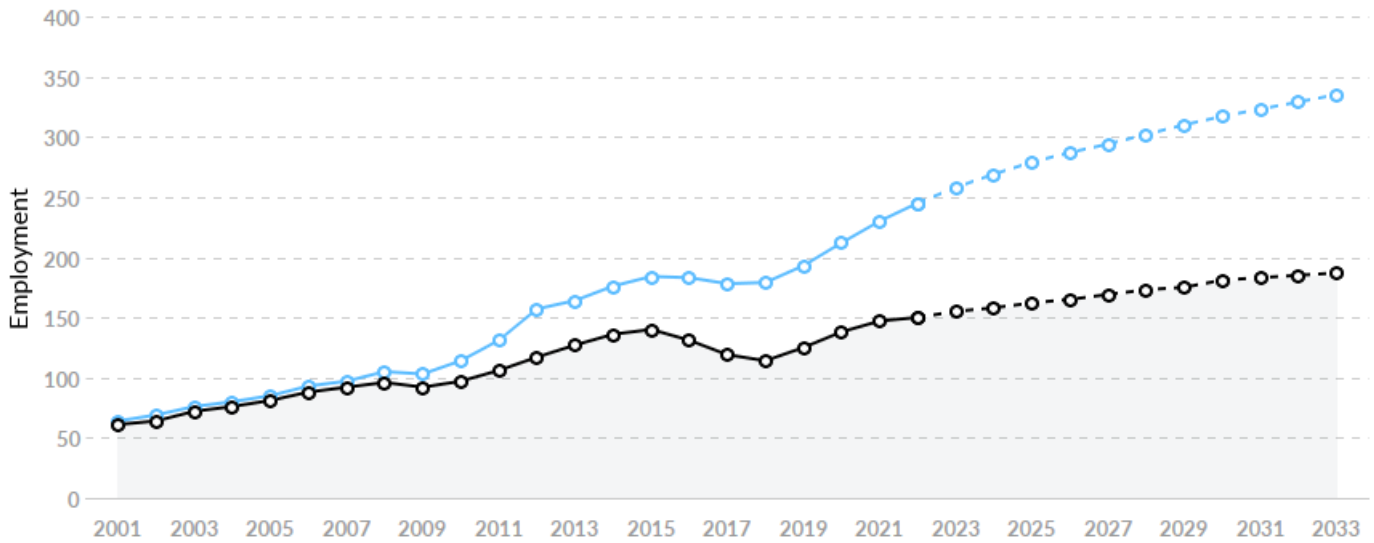
Job posting activity is low in your area. The national average for an area this size is 19* job postings/mo, while there are 7 here.

*National average values are derived by taking the national value for Web Developers 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

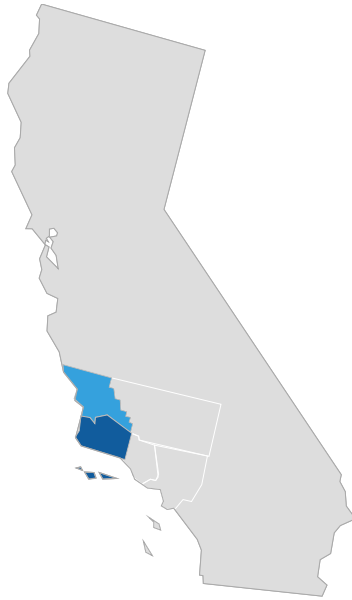
An average area of this size typically has 258* jobs, while there are 155 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.



Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	155	187	32	20.6%
● National Average	258	335	77	29.8%

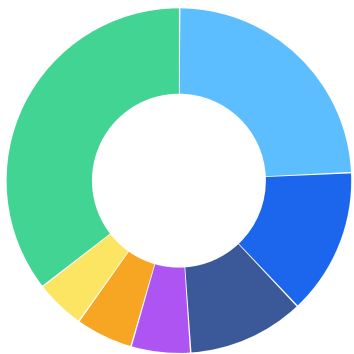
*National average values are derived by taking the national value for Web Developers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



County	2023 Jobs
Santa Barbara County, CA	106
San Luis Obispo County, CA	49

Most Jobs are Found in the Computer Systems Design and Related Services Industry Sector

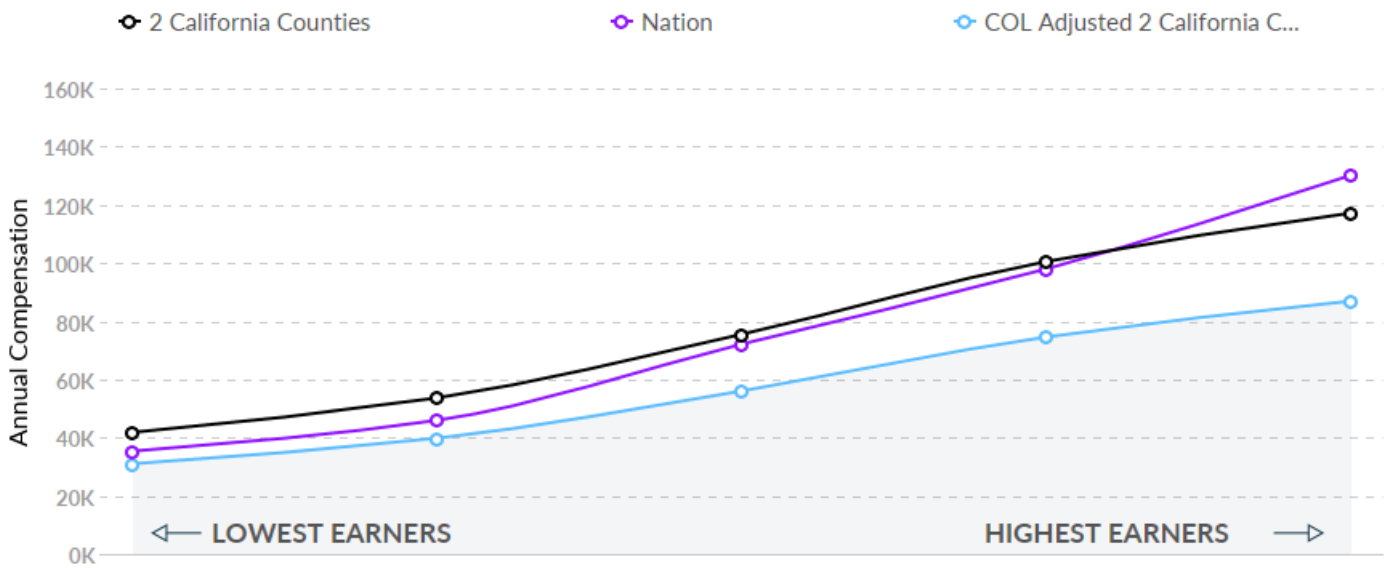


Industry	% of Occupation in Industry (2023)
Computer Systems Design and Related Services	24.2%
Other Information Services	13.7%
Software Publishers	10.9%
Education and Hospitals (State Government)	5.6%
Employment Services	5.4%
Management, Scientific, and Technical Consulting Services	4.7%
Other	35.6%

Compensation

Regional Compensation Is 5% Higher Than National Compensation

For Web Developers, the 2021 median wage in your area is \$75,478, while the national median wage is \$72,096.



Job Posting Activity



44 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2023.



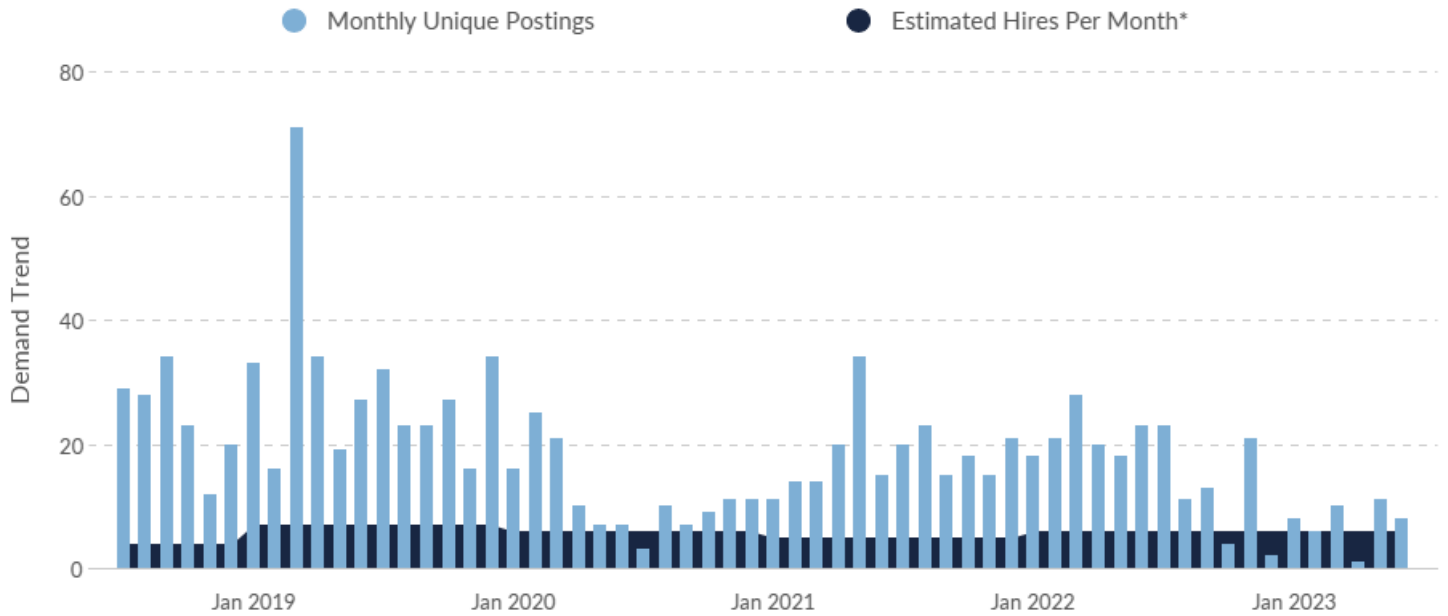
25 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2023.













33 Day Median Duration

Posting duration is the same as what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Web Developers	7	6

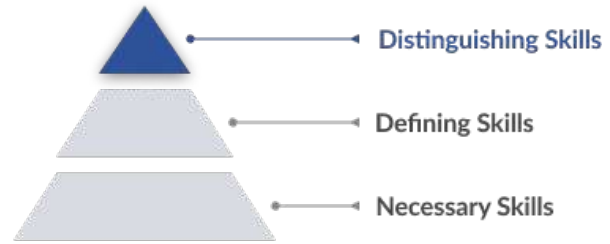
*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor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

Top Companies	Unique Postings
VirtualVocations	6 
Yardi Systems	4 
Mindbody	3 
Mixmode	3 
Tecolote Research	3 
Deckers	2 
Pacifica Graduate Institute	2 
Sports Warehouse	2 
University of California	2 
1 Point System	1 

Top Job Titles	Unique Postings
Front End Engineers	4 
User Experience Designers	4 
Web Designers	4 
Customer Experience Specialists	3 
Front End Web Developers	3 
UI/UX Designers	3 
Back End Engineers	2 
Full Stack Web Developers	2 
Ruby on Rails Engineers	2 
Wordpress Web Developers	2 

Top Distinguishing Skills by Demand

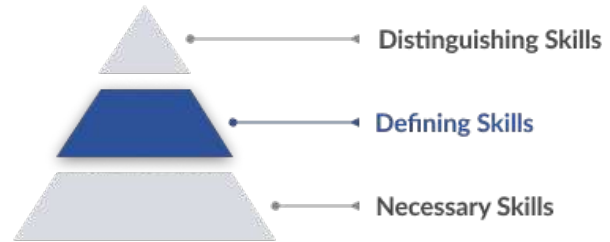
An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.



Skill	Salary Boosting	Job Postings Requesting
Bootstrap (Front-End Framework)	✘	12
Web Design	✘	9
Browser Compatibility	✘	6
WordPress	✘	6
Drupal	✘	5
Asynchronous Javascript and XML (AJAX)	✘	4
Content Management Systems	✘	4
JavaScript Frameworks	✘	4
Ruby On Rails	✔	4
React Redux	✔	4

Top Defining Skills by Demand

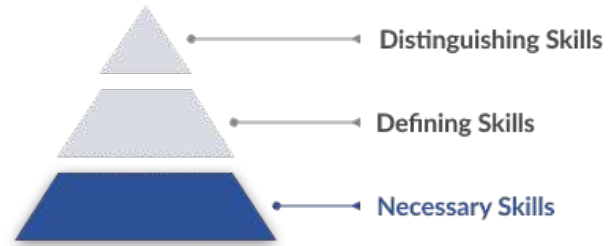
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting
HyperText Markup Language (HTML)	✓	22
JavaScript (Programming Language)	✗	22
Cascading Style Sheets (CSS)	✓	22
Front End (Software Engineering)	✓	17
User Interface (UI)	✗	15
JQuery	✓	14
Agile Methodology	✗	11
Web Development	✗	11
User Experience (UX)	✗	11
Responsive Web Design	✗	10

Top Necessary Skills by Demand

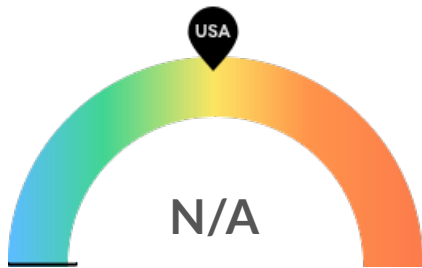
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Application Programming Interface (API)	✘	9
Marketing	✘	9
SQL (Programming Language)	✘	9
Version Control	✘	8
Amazon Web Services	✘	7
Workflow Management	✘	6
Git (Version Control System)	✘	6
Unit Testing	✘	5
Code Review	✘	5
Debugging	✘	5

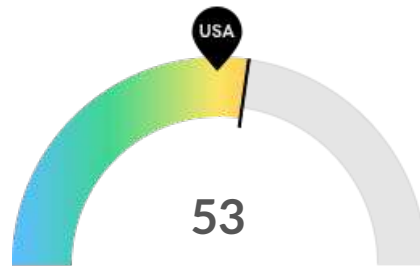
Demographics

Reliable Retirement Information Is Not Available, While Overall Diversity Is About Average



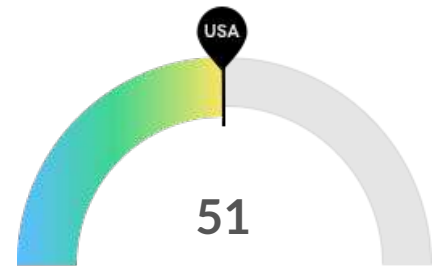
Retiring Soon

Reliable retirement information is not available in your area, because there are too few employees.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 46* racially diverse employees, while there are 53 here.

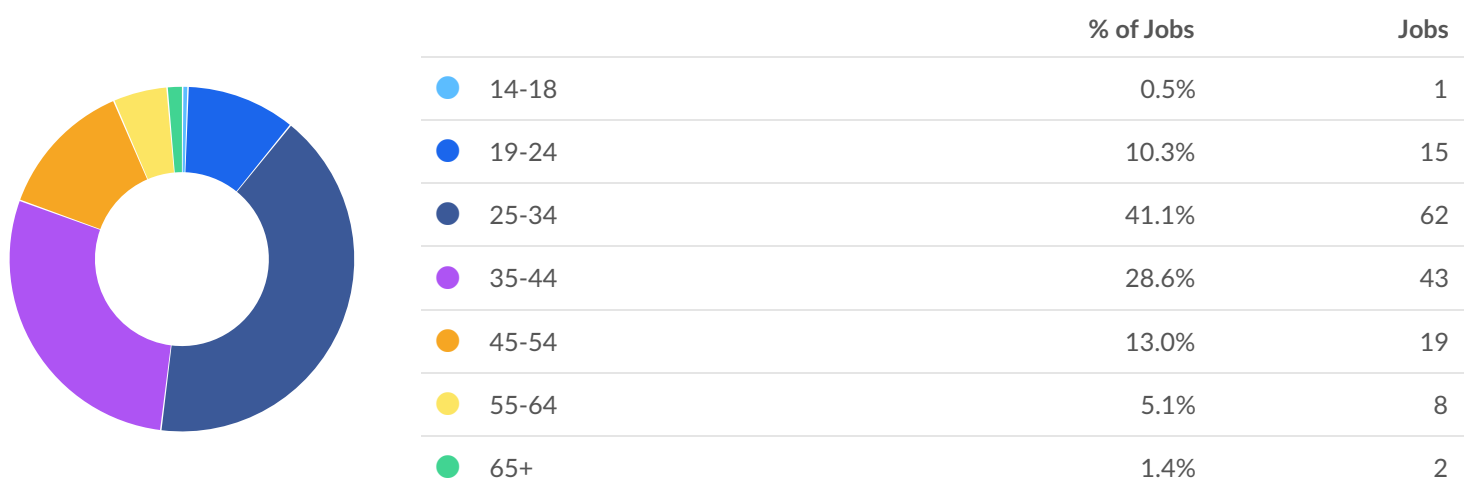


Gender Diversity

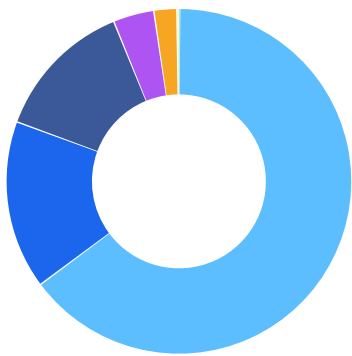
Gender diversity is about average in your area. The national average for an area this size is 51* female employees, while there are 51 here.

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Occupation Age Breakdown

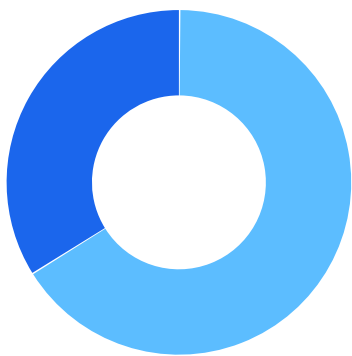


Occupation Race/Ethnicity Breakdown



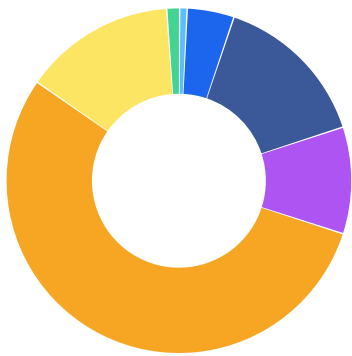
	% of Jobs	Jobs
White	64.7%	97
Hispanic or Latino	15.8%	24
Asian	13.2%	20
Two or More Races	3.8%	6
Black or African American	2.1%	3
American Indian or Alaska Native	0.2%	0
Native Hawaiian or Other Pacific Islander	0.1%	0

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	66.1%	99
Females	33.9%	51

National Educational Attainment



	% of Jobs
● Less than high school diploma	0.7%
● High school diploma or equivalent	4.4%
● Some college, no degree	14.8%
● Associate's degree	10.0%
● Bachelor's degree	54.7%
● Master's degree	14.2%
● Doctoral or professional degree	1.2%

Occupational Programs



6 Programs

Of the programs that can train for this job, 6 have produced completions in the last 5 years.



563 Completions (2021)

The completions from all regional institutions for all degree types.



15 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
11.0701	Computer Science	466
14.0903	Computer Software Engineering	61
11.0101	Computer and Information Sciences, General	12
11.0801	Web Page, Digital/Multimedia and Information Resources D...	12
09.0702	Digital Communication and Media/Multimedia	8
11.0201	Computer Programming/Programmer, General	4

Top Schools	Completions (2021)
California Polytechnic State University-San Luis Obispo	267
University of California-Santa Barbara	223
Allan Hancock College	27
Santa Barbara City College	18
Cuesta College	13
Westmont College	10
Laurus College	5

Appendix A

Web Developers (SOC 15-1254):

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. Excludes Special Effects Artists and Animators (27-1014).

Sample of Reported Job Titles:

- Web Developer
- Web Architect
- Webmaster
- Web Designer
- Web Design Specialist
- Technology Applications Engineer
- Web Content Developer
- Web Applications Developer
- Intranet Developer
- XML Developer (Extensible Markup Language Developer)

Related O*NET Occupation:

Web Developers (15-1254.00)