

# Interior Design Occupations

# Labor Market Information Report

# West Valley College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**March 2021**

## Recommendation

Based on all available data, there appears to be an “undersupply” of about 200 Interior Design workers compared to the demand for this cluster of occupations in the Bay region. In the Silicon Valley Sub-Region (Santa Clara county), there is a possible “oversupply” of 9 students when traditional EDD/EMSI demand data (projected annual demand of 36 annual openings) is used for the occupation. However, if job postings data is used for the demand data (170 annual job postings) as the expression of demand for Interior Designers, then there may be an undersupply in the Silicon Valley sub-region of as many as 125 students.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1302.00 - Interior Design and Merchandising programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at West Valley College and in the region.

This report profiles Interior Design Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a College/District program review at West Valley College.

* **Interior Designers (27-1025):** Plan, design, and furnish interiors of residential, commercial, or industrial buildings. Formulate design which is practical, aesthetic, and conducive to intended purposes, such as raising productivity, selling merchandise, or improving life style. May specialize in a particular field, style, or phase of interior design. Excludes “Merchandise Displayers and Window Trimmers” (27-1026).
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%

## Occupational Demand

**Table 1. Employment Outlook for Interior Design Occupations in Bay Region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Interior Designers | 4,036 | 4,150 | 114 | 3% | 2,166 | 433 | $ 22.93 | $ 31.94 |
| **Total** | **4,036** | **4,150** | **114** | **3%** | **2,166** | **433** | **$22.93** | **$31.94** |
| Source: EMSI 2020.4 |

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Interior Design Occupations in Silicon Valley Sub-region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Interior Designers | 342 | 350 | 8 | 2% | 182 | 36 | $ 15.72 | $ 30.46 |
| **Total** | **342** | **350** | **8** | **2%** | **182** | **36** | **$15.72** | **$30.46** |
| Source: EMSI 2020.4 |

**Silicon Valley Sub-Region includes:** Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Feb 2020 - Jan 2021)**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Interior Designers | 783 | 170 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Interior Design Occupations for latest 12 months (Feb 2020 - Jan 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Designer - Kitchen/Bath | 161 | Kitchen Designer | 12 |
| Interior Designer | 121 | Interior Design Assistant | 12 |
| Design Consultant | 102 | Kitchen Designer/Sales | 9 |
| Junior Interior Designer | 35 | Interior Design Project Manager | 9 |
| Senior Interior Designer | 29 | Design Center Manager - Interior Designer, Bay Area | 8 |
| Healthcare Interior Designer | 20 | Lead Interior Designer | 6 |
| Senior Interior Designer/Design Professional | 16 | Interior Project Designer | 6 |
| Kitchen and Bath Designer | 18 | Associate Interior Designer | 6 |
| Designer - Kitchen//Bath | 13 |  |  |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Interior Design Occupations for latest 12 months (Feb 2020 - Jan 2021) Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Design Consultant | 31 | Design Coordinator | Interior Design | 4 |
| Designer - Kitchen/Bath | 28 | Kitchen Designer | 3 |
| Interior Designer | 26 | Interior Design Assistant | 3 |
| Junior Interior Designer | 13 | Designer - Kitchen//Bath | 3 |
| Kitchen and Bath Designer | 9 | Creative Lead - Furniture Dealership/Interior Design | 3 |
| Interior Project Designer | 6 | Sale/Kitchen Interior Designer | 2 |
| Senior Interior Designer/Design Professional | 4 | Kitchen Designer/Sales | 2 |
| Interior Design Project Manager | 4 | Kitchen And Bath Sales Designer | 2 |
| Healthcare Interior Designer | 4 |  |  |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Interior Design Workers in Bay Region**

| **Industry – 6 Digit NAICS (No. American** **Industry Classification) Codes** | **Jobs in Industry (2019)** | **Jobs in Industry (2024)** | **% Change (2019-24)** | **% Occupation Group in Industry (2019)** |
| --- | --- | --- | --- | --- |
| Graphic Design Services | 896 | 777 | -13% | 22% |
| Interior Design Services | 819 | 858 | 5% | 20% |
| Architectural Services | 609 | 622 | 2% | 15% |
| Industrial Design Services | 203 | 212 | 4% | 5% |
| Other Specialized Design Services | 205 | 182 | -11% | 5% |
| Furniture Stores | 142 | 124 | -12% | 3% |
| Landscape Architectural Services | 109 | 98 | -10% | 3% |
| Residential Remodelers | 101 | 114 | 13% | 3% |
| All Other Home Furnishings Stores | 91 | 70 | -23% | 2% |
| New Single-Family Housing Construction (except For-Sale Builders) | 79 | 76 | -4% | 2% |
| Source: EMSI 2020.4 |

**Table 6. Top Employers Posting Interior Design Occupations in Bay Region and Silicon Valley Sub-Region (Feb 2020 - Jan 2021)**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| The Home Depot Incorporated | 171 | The Home Depot Incorporated | 31 |
| Restoration Hardware | 18 | Tjg Civil Engineers And Land Planners | 7 |
| Tjg Professional Consulting Services | 16 | Lpa Incorporated | 7 |
| Tjg Civil Engineers And Land Planners | 14 | One Workplace | 6 |
| Gilmans Kitchens And Baths | 14 | Timeline Design Build | 5 |
| Webuild Services Llc | 13 | Restoration Hardware | 5 |
| 3 Day Blinds | 11 | Lpa | 5 |
| Floor Decor | 9 | Tjg Professional Consulting Services | 4 |
| Porcelanosa | 8 | Porcelanosa Usa | 4 |
| Living Spaces | 8 | Porcelanosa | 4 |
| Source: Burning Glass |

## Educational Supply

There are 10 community colleges in the Bay Region issuing 103 awards on average annually (last 3 years ending 2018-19) on TOP 1302.00 - Interior Design and Merchandising. In the Silicon Valley Sub-Region, there is a one (1) community college that issued 18 awards on average annually (last 3 years) on this TOP code.

There are seven (7) other CTE educational institutions in the Bay Region issuing 130 awards on average annually (last 3 years ending 2016-17) on TOP 1302.00 - Interior Design and Merchandising. There are 2 other CTE educational institution in the Silicon Valley Sub-Region issuing 27 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1302.00 - Interior Design and Merchandising in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate 18+ Units** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Canada | Mid-Peninsula | 12 | 7 | 26 | 45 |
| Chabot  | East Bay | 3 | 0 | 3 | 6 |
| Las Positas | East Bay | 2 | 0 | 3 | 5 |
| Marin | North Bay | 0 | 0 | 0 | 0 |
| Monterey | SC-Monterey | 1 | 0 | 3 | 4 |
| Ohlone | East Bay | 1 | 0 | 5 | 6 |
| San Francisco | Mid-Peninsula | 3 | 0 | 1 | 4 |
| Santa Rosa | North Bay | 4 | 0 | 11 | 15 |
| Solano | North Bay | 0 | 0 | 0 | 0 |
| West Valley | Silicon Valley | 6 | 8 | 4 | 18 |
| **Total** |  | **32** | **15** | **56** | **103** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7b. Other CTE Instituton Awards on TOP 1302.00 - Interior Design and Merchandising in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- | --- |
| Academy of Art University | Mid-Peninsula | 9 | 45 | 54 |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 0 | 1 | 1 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 0 | 6 | 6 |
| California College of the Arts | Mid-Peninsula | 0 | 13 | 13 |
| FIDM-Fashion Institute of Design & Merchandising-San Francisco | Mid-Peninsula | 9 | 0 | 9 |
| San Francisco State University | Mid-Peninsula | 0 | 26 | 26 |
| San Jose State University | Silicon Valley | 0 | 21 | 21 |
| **Total** |  | **18** | **112** | **130** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on all available data, there appears to be an annual “undersupply” in the Bay Region of about 200 Interior Design workers, because there are 433 annual openings for Interior Designers and 233 annual (3-year average) awards. In the Silicon Valley Sub-Region (Santa Clara county), there is a possible “oversupply” of 9 students when traditional EDD/EMSI demand data of 36 annual openings is compared to 45 annual (3-year average) awards. However, if job postings data is used for the demand data (170 annual job postings) as the expression of demand for Interior Designers, then there may be an undersupply in the Silicon Valley sub-region of as many as 125 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1302.00 - Interior Design and Merchandising**

| **Metric Outcomes** | **Bay****All CTE Program** | **West Valley****All CTE Program** | **State 1302.00** | **Bay 1302.00** | **Silicon Valley 1302.00** | **West Valley 1302.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study\* | 75% | 86% | 66% | 60% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $45,864 | $40,500 | $30,000 | $36,956 | $39,972 | $39,972 |
| Median Change in Earnings for SWP Exiting Students | 31% | 35% | 34% | 15% | 40% | 40% |
| Exiting Students Who Attained the Living Wage | 53% | 41% | 43% | 36% | 42% | 42% |
| Source: Launchboard Strong Workforce Program from version 2018-19).\* Data from version 2017-18 |

## Skills, Certifications and Education

**Table 9. Top Skills for Interior Design Occupations in Bay Region (Feb 2020 - Jan 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Interior Design | 499 | Adobe Acrobat | 111 |
| AutoCAD | 276 | Adobe Creative Suite | 105 |
| Customer Service | 267 | Sales | 103 |
| Customer Contact | 240 | Space Planning | 102 |
| SketchUp | 232 | Interior Architecture | 97 |
| Project Management | 213 | Adobe Illustrator | 87 |
| Purchasing | 209 | Schematic Design | 81 |
| Sales Goals | 190 | Process Design | 72 |
| Adobe Photoshop | 189 | Design Software | 70 |
| Revit | 170 | Retail Industry Knowledge | 68 |
| Budgeting | 169 | Floor Plans | 59 |
| Scheduling | 166 | 3D Modeling / Design | 55 |
| Adobe Indesign | 157 | Cabinetry | 54 |
| Project Design | 136 | Building Codes | 53 |
| Source: Burning Glass |

**Table 10. Certifications for Interior Design Occupations in Bay Region (Feb 2020 - Jan 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 82 | Contractors License | 5 |
| Interior Design Certification | 34 | Registered Architect | 3 |
| LEED AP | 27 | Security Clearance | 2 |
| National Council For Interior Design Qualification (NCIDQ) Certified | 12 | LEED Green Associate (GA) | 2 |
| Leadership In Energy And Environmental Design (LEED) Certified | 12 | Business License | 2 |
| Architecture License | 10 | Mobile Electronics Certified Professional (MECP) | 1 |
| Project Management Certification | 7 | Mobile Electronics Certified Professional | 1 |
| Registered Interior Designer | 6 | Computer Aided Design (CAD) Certification | 1 |
| National Council of Architectural Registration Boards (NCARB) | 6 | Certified Clinical Document Specialist | 1 |
| Source: Burning Glass*Note: 78% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.* |

**Table 11. Education Requirements for Interior Design Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 40 | 10% |
| Associate's degree | 45 | 12% |
| Bachelor's degree and higher | 297 | 78% |
| Source: Burning Glass |

*Note: 51% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.*

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

## Sources

O\*Net Online
Labor Insight/Jobs (Burning Glass)
Economic Modeling Specialists International (EMSI)
CTE LaunchBoard www.calpassplus.org/Launchboard/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor’s Office MIS system

## Contacts

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