



Education Report

English Language and Literature, General

California



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Definition of English Language and Literature, General, CIP 23.0101

A general program that focuses on the English language, including its history, structure and related communications skills; and the literature and culture of English-speaking peoples.

Awards

The table below is a list of postsecondary awards in CIP 23.0101 that were granted by institutions located in California in the 2021 academic year.

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
University of California-Los Angeles		296	16	\$13,393
California State University-Long Beach		243	41	\$9,171
University of California-Berkeley		247	7	\$17,652
University of California-Davis		195	11	\$16,640
San Francisco State University		160	45	\$13,641
California State University-Northridge		172	32	\$8,708
University of California-Riverside		178	11	\$13,502
California State University-Sacramento		152	29	\$7,778
California State University-Fullerton		155	25	\$4,939
University of California-Santa Barbara		168	8	\$17,333
University of California-Irvine		133	19	\$11,633
California State Polytechnic University-Pomona		94	21	\$12,942
San Jose State University		99	13	\$14,603
California State University-Los Angeles		79	22	\$2,695
San Diego State University		81	17	\$6,867
California State University-San Bernardino		95		\$3,254
California Polytechnic State University-San Luis Obispo		80	10	\$20,708
Loyola Marymount University		74	13	\$40,180
Sonoma State University		74	13	\$7,055
California State University-Stanislaus		78	7	\$7,230
California State University-Fresno		78	5	\$6,336
California State University-Bakersfield		68	13	\$7,368
California State University-San Marcos		72	9	\$14,296
California State University-Chico		70	4	\$13,749
California State University-Dominguez Hills		59	14	\$4,500
California State University-East Bay		62	6	\$12,631
Pasadena City College	63			\$6,466
Chaffey College	62			\$13,939
National University		19	43	\$9,966

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
El Camino Community College District	57			\$13,296
Ashford University		56		\$23,585
Fullerton College	56			\$11,191
Stanford University		38	13	\$14,402
California State University-Channel Islands		48		\$14,493
Mt San Antonio College	47			\$5,774
Riverside City College	47			\$7,161
Cerritos College	46			\$9,557
California State Polytechnic University-Humboldt		40	5	\$13,904
Modesto Junior College	44			\$14,421
Chapman University		20	23	\$40,451
Diablo Valley College	43			\$8,878
Bakersfield College	42			\$6,989
Saddleback College	42			\$7,918
San Diego Mesa College	42			\$7,663
College of the Canyons	41			\$6,400
Southwestern College	39			\$6,789
Azusa Pacific University		27	11	\$27,112
Antelope Valley Community College District	37			\$6,203
Grossmont College	37			\$5,999
Mt San Jacinto Community College District	36			\$7,704
Sierra College	36			\$5,921
College of the Desert	35			\$14,179
Long Beach City College	35			\$6,550
Citrus College	33			\$8,852
Golden West College	33			\$5,433
Sacramento City College	32			\$7,788
California Baptist University		27	4	\$23,494
East Los Angeles College	31			\$12,028
Biola University		30		\$29,123
Chabot College	30			\$8,576
De Anza College	30			\$8,236
American River College	29			\$8,101
College of the Sequoias	28			\$5,205
University of California-Merced		28		\$11,586
Glendale Community College	27			\$7,823

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
Santa Clara University		27		\$48,469
University of San Diego		27		\$34,155
University of Southern California		19	8	\$26,021
Cuesta College	26			\$14,586
Orange Coast College	26			\$6,836
Moorpark College	25			\$4,856
Rio Hondo College	25			\$7,873
Santa Rosa Junior College	25			\$9,220
Whittier College		25		\$22,091
MiraCosta College	24			\$6,946
University of California-San Diego		24		\$15,632
Cosumnes River College	23			\$7,223
Crafton Hills College	23			\$20,456
Fresno City College	23			\$6,391
Palomar College	23			\$6,659
University of San Francisco		23		\$39,825
Ventura College	23			\$3,971
Allan Hancock College	22			\$6,629
Los Angeles Valley College	22			\$11,833
Saint Mary's College of California		22		\$25,022
San Joaquin Delta College	22			\$17,503
Merced College	21			\$13,426
Butte College	20			\$10,736
West Valley College	20			\$6,890
Westmont College		20		\$33,554
College of San Mateo	19			\$5,427
Cypress College	19			\$7,951
San Diego City College	19			\$8,370
Clovis Community College	18			\$6,305
Los Angeles City College	18			\$10,898
Santa Ana College	18			\$6,351
Santiago Canyon College	18			\$5,879
University of the Pacific		18		\$21,311
Yuba College	18			\$5,503
Evergreen Valley College	17			\$15,650
Los Angeles Pierce College	17			\$12,995

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
San Diego Miramar College	17			\$7,880
University of Redlands		17		\$21,578
Victor Valley College	17			\$12,848
Folsom Lake College	16			\$8,276
Hartnell College	16			\$7,721
Monterey Peninsula College	16			\$12,007
Foothill College	15			\$9,820
Mills College		15		\$25,283
Shasta College	15			\$7,973
Cabrillo College	14			\$18,139
City College of San Francisco	14			\$9,261
Irvine Valley College	14			\$4,860
Las Positas College	14			\$7,675
Los Angeles Harbor College	14			\$12,787
Los Angeles Southwest College	14			\$8,651
Moreno Valley College	14			\$4,899
William Jessup University		14		\$27,823
Claremont Graduate University		1	12	
Claremont McKenna College		13		\$21,663
Imperial Valley College	13			\$2,300
Los Angeles Mission College	13			\$12,798
Norco College	13			\$7,404
University of La Verne		13		\$22,538
West Los Angeles College	13			\$10,259
Los Medanos College	12			\$7,231
Reedley College	12			\$7,089
San Bernardino Valley College	12			\$9,621
Taft College	12			\$7,143
California Lutheran University		11		\$24,065
Scripps College		11		\$44,770
Skyline College	11			\$4,885
Mount Saint Mary's University		10		\$24,508
Oxnard College	10			\$3,441
Porterville College	10			\$5,757
Gavilan College	8			\$8,705
Mission College	8			\$6,727
Napa Valley College	8			\$18,440

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
Occidental College		8		\$43,047
Pomona College		8		\$17,000
Solano Community College	8			\$5,950
The Master's University and Seminary		8		\$30,748
Berkeley City College	7			\$13,556
Columbia College	7			\$10,735
Los Angeles Trade Technical College	7			\$10,495
Notre Dame de Namur University		7		\$28,243
Pitzer College		7		\$19,153
Santa Barbara City College	7			\$14,000
Woodland Community College	7			\$7,480
Coastline Community College	6			\$8,953
San Jose City College	6			\$17,618
Vanguard University of Southern California		6		\$20,427
Cerro Coso Community College	5			\$11,710
Concordia University-Irvine		5		\$25,640
Feather River Community College District	5			\$11,415
Point Loma Nazarene University		5		\$34,851
West Hills College-Lemoore	5			\$13,571
Canada College	4			\$5,923
College of the Redwoods	4			\$8,618
Contra Costa College	4			\$9,405
Cuyamaca College	4			\$6,460
Dominican University of California		4		\$45,001
La Sierra University		1	3	\$25,230
Pepperdine University		4		\$40,945
University of Saint Katherine		4		\$26,616
College of Marin	3			\$7,717
College of the Siskiyous	3			\$11,340
Compton College	3			\$10,875
Laney College	3			\$16,494
Madera Community College	3			
Mendocino College	3			\$8,465
Ohlone College	3			\$12,787
Pacific Union College		3		\$22,767

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
Hope International University		2		\$18,801
Lake Tahoe Community College	2			\$7,867
Lassen Community College	2			\$11,495
Simpson University		2		\$25,311
University of the West		2		\$13,225
Barstow Community College	1			\$9,756
Copper Mountain Community College	1			\$8,749
Holy Names University		1		\$21,515
California Institute of Technology				\$30,162
College of Alameda				\$12,583
Fresno Pacific University				\$15,350
San Diego Christian College				\$34,564
Total	2,212	3,982	533	

1. Undergraduate certificates and associate's degrees

2. Bachelor's degrees and post-baccalaureates

3. Master's, post-master's, and doctorates

4. Average net price represents full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution. Data as of the 2020-2021 academic year.

Awards data are per the National Center for Education Statistics (NCES) and JobsEQ for the 2021 academic year. Any programs shown here reflect only data reported to the NCES; reporting is required of all schools participating in any federal finance assistance program authorized by Title IV of the Higher Education Act of 1965, as amended—other training providers in the region that do not report data to the NCES are not reflected in the above.

Occupation Crosswalk

The below table lists all occupations linked with the program, English Language and Literature, General, CIP 23.0101.

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
25-1123	English Language and Literature Teachers, Postsecondary	Doctoral or professional degree	None	None	1%	1%	1%	14%	82%
25-2021	Elementary School Teachers, Except Special Education	Bachelor's degree	None	None	0%	2%	2%	45%	51%
25-2022	Middle School Teachers, Except Special and Career/Technical Education	Bachelor's degree	None	None	0%	2%	2%	45%	51%
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	Bachelor's degree	None	None	0%	2%	1%	41%	56%
27-3041	Editors	Bachelor's degree	Less than 5 years	None	2%	4%	3%	57%	34%
27-3042	Technical Writers	Bachelor's degree	Less than 5 years	Short-term on-the-job training	3%	5%	5%	49%	39%
27-3043	Writers and Authors	Bachelor's degree	None	Long-term on-the-job training	2%	5%	2%	53%	38%
43-9081	Proofreaders and Copy Markers	Bachelor's degree	None	None	11%	8%	5%	53%	24%

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2022Q4 along with source data from the BLS

Definition of English Language and Literature Teachers, Postsecondary (25-1123)

Teach courses in English language and literature, including linguistics and comparative literature. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.

Definition of Elementary School Teachers, Except Special Education (25-2021)

Teach academic and social skills to students at the elementary school level.

Definition of Middle School Teachers, Except Special and Career/Technical Education (25-2022)

Teach one or more subjects to students at the middle, intermediate, or junior high school level.

Definition of Secondary School Teachers, Except Special and Career/Technical Education (25-2031)

Teach one or more subjects to students at the secondary school level.

Definition of Editors (27-3041)

Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.

Definition of Technical Writers (27-3042)

Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.

Definition of Writers and Authors (27-3043)

Originate and prepare written material, such as scripts, stories, advertisements, and other material.

Definition of Proofreaders and Copy Markers (43-9081)

Read transcript or proof type setup to detect and mark for correction any grammatical, typographical, or compositional errors. Excludes workers whose primary duty is editing copy. Includes proofreaders of braille.

Occupation Details

As of 2022Q4, total employment for occupations linked to English Language and Literature, General in California was 366,807. Over the past three years, linked occupations shed 11,192 jobs in the region and are expected to need in aggregate approximately 204,435 newly trained workers over the next seven years.

Snapshot of Occupations Linked to English Language and Literature, General in California¹

SOC	Occupation	Current						3-Year History	7-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Ann %	Total Demand	Exits	Transfers	Empl Growth	Avg Ann Growth %
25- 2021	Elementary School Teachers, Except Special Education	152,535	\$91,500	0.94	4,194	2.7%	3,202	-1.1%	80,989	36,628	42,015	2,346	0.2%
25- 2031	Secondary School Teachers, Except Special and Career/Technical Education	105,321	\$100,400	0.85	2,531	2.4%	2,003	-1.0%	52,871	21,638	29,100	2,132	0.3%
25- 2022	Middle School Teachers, Except Special and Career/Technical Education	49,646	\$97,600	0.70	1,386	2.7%	2,325	-1.0%	26,302	11,914	13,666	722	0.2%
27- 3043	Writers and Authors	29,083	\$116,200	1.52	972	3.3%	435	0.9%	22,570	9,263	11,790	1,517	0.7%
27- 3041	Editors	15,798	\$84,700	1.21	737	4.7%	221	-2.2%	11,762	4,730	6,645	387	0.3%
27- 3042	Technical Writers	7,315	\$106,400	1.12	51	0.7%	500	-0.6%	5,242	1,544	3,248	450	0.9%
25- 1123	English Language and Literature Teachers, Postsecondary	6,273	\$140,500	0.90	116	1.8%	254	-2.3%	3,862	2,006	1,694	162	0.4%
43- 9081	Proofreaders and Copy Markers	836	\$58,900	0.91	65	7.7%	14	-14.0%	836	440	393	3	0.1%
Total - Linked Occupations		366,807	\$97,600	0.91	10,053	2.7%	8,954	-1.0%	204,435	88,165	108,551	7,719	0.3%
Total - All Occupations		19,219,968	\$71,900	1.00	797,161	4.1%	550,676	0.6%	17,029,863	6,722,656	9,379,252	927,955	0.7%

Source: [JobsEQ®](#)

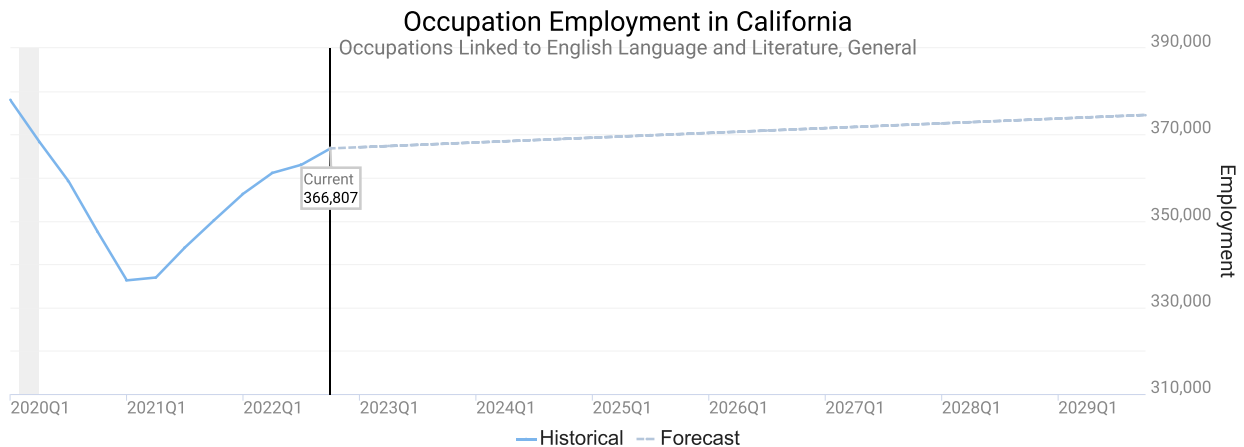
Data as of 2022Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



Source: JobsEQ®. Data as of 2022Q4. The shaded areas of the graph represent national recessions.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

Employment by Industry

The table illustrates the industries in California which most employ occupations linked to English Language and Literature, General. The single industry most employing these occupations in the region is Elementary and Secondary Schools, NAICS 6111. This industry employs 304,089 workers in the linked occupations—employment which is expected to increase by 7,331 jobs over the next ten years; furthermore, 219,002 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

Industry Distribution for Occupations Linked to English Language and Literature, General in California

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
6111	Elementary and Secondary Schools	82.9%	304,089	99,192	119,810	7,331	226,333
7115	Independent Artists, Writers, and Performers	5.6%	20,642	9,160	11,859	948	21,967
5121	Motion Picture and Video Industries	1.6%	5,715	2,624	3,502	831	6,957
5131	Newspaper, Periodical, Book, and Directory Publishers	1.2%	4,393	1,732	2,393	-677	3,448
6113	Colleges, Universities, and Professional Schools	1.1%	4,082	1,851	1,758	330	3,938
6112	Junior Colleges	0.9%	3,162	1,410	1,205	-32	2,584
5192	Web Search Portals, Libraries, Archives, and Other Information Services	0.8%	2,873	1,362	1,873	720	3,955
8131	Religious Organizations	0.7%	2,700	1,001	1,211	20	2,232
5162	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	0.6%	2,359	1,024	1,424	155	2,602
5418	Advertising, Public Relations, and Related Services	0.5%	1,980	892	1,180	160	2,232
	All Others	4.0%	14,811	5,728	8,887	1,305	15,919

Source: JobsEQ®

Data as of 2022Q4 except wages which are as of 2021. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

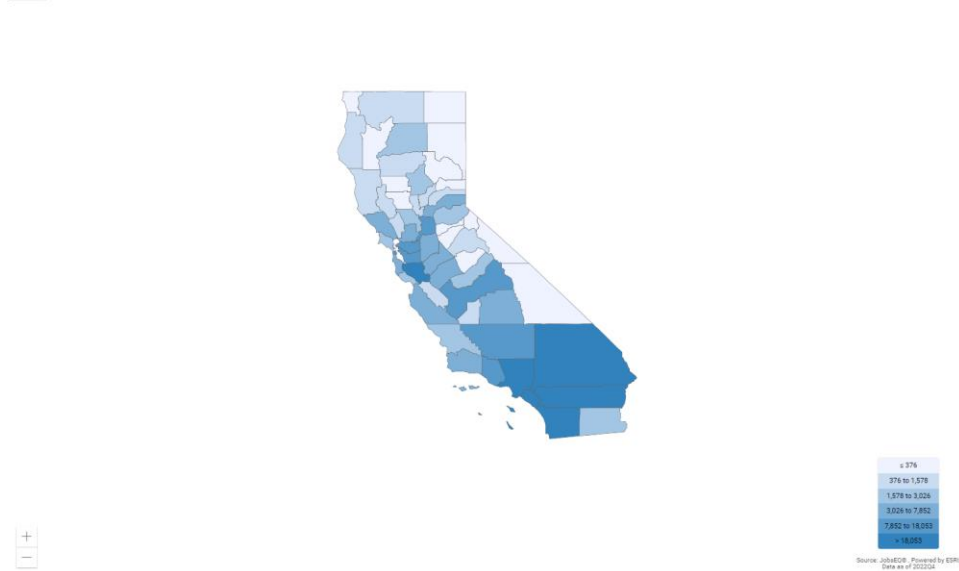
Note: Figures may not sum due to rounding.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Geographic Distribution

The map below illustrates the county-level distribution of employed workers in California in occupations linked to English Language and Literature, General. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to English Language and Literature, General



Top Counties with Employment Linked to English Language and Literature, General, 2022Q4

Region	Employment
Los Angeles County, California	99,037
San Diego County, California	28,865
Orange County, California	27,532
Riverside County, California	20,022
San Bernardino County, California	19,254
Santa Clara County, California	18,053
Alameda County, California	13,750
Sacramento County, California	12,768
Fresno County, California	10,818
Kern County, California	9,982

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4.

Demographic Profile

The population in California was 39,346,023 per American Community Survey data for 2016-2020.

Of individuals 25 to 64 in California, 35.4% have a bachelor's degree or higher which compares with 34.3% in the nation. Per American Community Survey 2016-2020 estimates, the region has about 576,714 students enrolled in grade 12.

Summary¹

	Percent		Value	
	California	USA	California	USA
Demographics				
Population (ACS)	—	—	39,346,023	326,569,308
Male	49.7%	49.2%	19,562,882	160,818,530
Female	50.3%	50.8%	19,783,141	165,750,778
Median Age ²	—	—	36.7	38.2
Under 18 Years	22.8%	22.4%	8,956,641	73,296,738
18 to 24 Years	9.5%	9.3%	3,724,239	30,435,736
25 to 34 Years	15.3%	13.9%	6,007,913	45,485,165
35 to 44 Years	13.3%	12.7%	5,233,903	41,346,677
45 to 54 Years	12.8%	12.7%	5,039,155	41,540,736
55 to 64 Years	12.0%	12.9%	4,739,675	42,101,439
65 to 74 Years	8.3%	9.4%	3,270,380	30,547,950
Population Growth				
Population (Pop Estimates) ⁴	—	—	39,029,342	333,287,557
Population Annual Average Growth ⁴	0.3%	0.6%	108,479	1,940,990
People per Square Mile	—	—	250.4	94.3
Educational Attainment, Age 25-64				
No High School Diploma	15.2%	10.5%	3,199,850	17,929,220
High School Graduate	20.4%	25.4%	4,282,776	43,289,555
Some College, No Degree	21.0%	20.5%	4,412,172	34,959,338
Associate's Degree	8.0%	9.3%	1,678,082	15,776,790
Bachelor's Degree	22.6%	21.6%	4,741,354	36,888,244
Postgraduate Degree	12.9%	12.7%	2,706,412	21,630,870
Social				
Poverty Level (of all people)	12.6%	12.8%	4,853,434	40,910,326
Households Receiving Food Stamps/SNAP	9.0%	11.4%	1,183,873	13,892,407
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	576,714	4,358,865
Disconnected Youth ³	1.9%	2.5%	38,451	433,164
Children in Single Parent Families (% of all children)	32.8%	34.0%	2,796,858	23,628,508
Uninsured	7.2%	8.7%	2,806,173	28,058,903
Speak English Less Than Very Well (population 5 yrs and over)	17.4%	8.2%	6,432,102	25,312,024

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2020, unless noted otherwise

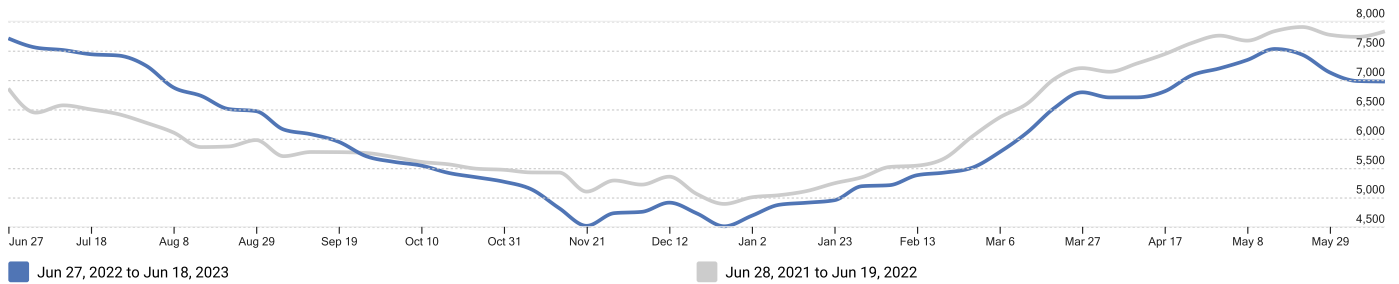
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

RTI (Job Postings)

Active Job Ads by Date




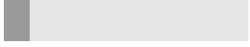
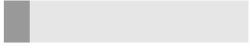
Occupations

SOC	Occupation	Active Job Ads
25- 2021.00	Elementary School Teachers, Except Special Education	11,242
25- 2022.00	Middle School Teachers, Except Special and Career/Technical Education	8,447
25- 2031.00	Secondary School Teachers, Except Special and Career/Technical Education	7,725
27- 3043.00	Writers and Authors	3,052
27- 3042.00	Technical Writers	2,748
27- 3041.00	Editors	1,336
25- 1123.00	English Language and Literature Teachers, Postsecondary	735
43- 9081.00	Proofreaders and Copy Markers	96
27- 3043.05	Poets, Lyricists and Creative Writers	62

Locations

Location	Active Job Ads
Los Angeles, California	1,090
San Francisco, California	929
Oakland, CA 94607	599
San Diego, California	405
San Jose, California	348
Sacramento, California	253
Oakland, California	198

Locations

Location	Active Job Ads	
Irvine, California	178	
94109	116	
Mountain View, California	116	

Employers

Employer Name	Active Job Ads	
Oakland Unified School District	1,470	
Fusion Academy	405	
Kaiser Permanente	194	
Bright Star Schools	184	
C2educate	173	
Kern High School District	154	
San Francisco Unified School District	136	
Aquent	133	
Hemet Unified School District	133	
Pajaro Valley Unified School District	123	

Certifications

Certificate Name	Active Job Ads	
First Aid Certification	872	
Certification in Cardiopulmonary Resuscitation (CPR)	847	
Driver's License	535	
Secret Clearance	61	
Association of Proposal Management Professionals (APMP)	36	
AED Essentials	18	
Licensed Clinical Social Worker (LCSW)	18	
Licensed Professional Engineer	17	
Board Certified Behavior Analyst (BCBA)	13	
ServSafe Food Protection Manager Certification	11	

Hard Skills

Skill Name	Active Job Ads	
Teaching/Training, School	18,480	
Spanish	2,700	
English	2,188	
Mathematics	2,038	
Bilingual	1,828	
Microsoft Office	1,693	
Microsoft Excel	1,358	
Technical Writing	1,238	
Microsoft Word	1,107	
Copywriting	1,069	

Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	13,501	
Cooperative/Team Player	8,952	
Organization	4,181	
Self-Motivated/Ability to Work Independently/Self Leadership	3,236	
Problem Solving	2,790	
Interpersonal Relationships/Maintain Relationships	2,699	
Detail Oriented/Meticulous	2,658	
Adaptability/Flexibility/Tolerance of Change and Uncertainty	2,448	
Listening	2,071	
Grammar	2,036	

Job Titles

Job Title	Active Job Ads	
Technical Writer	481	
Elementary School Teacher	185	
Copywriter	178	
Intern I - High School	171	
Math Teacher	146	
Spanish Teacher	137	
Teacher	129	
Science Teacher	122	
English Teacher	120	
Elementary Teacher	119	

Job Types

Type	Active Job Ads	
Full-Time	21,701	
Part-Time	7,751	
Temporary (unspecified)	2,456	
Remote	1,798	
Temporary (long-term)	973	
Permanent	704	
Temporary (short-term)	143	
Temp-to-Hire	55	
Remote Not Indicated	33,645	

Programs

Program Name	Active Job Ads	
English	1,483	
Journalism	1,094	
Communications	1,043	
Education	892	
Marketing	553	
Mathematics	456	
Science	344	
Biology	320	
Computer Science	239	
Technical Writing	221	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	11,678	
Associate's degree	1,372	
Master's degree	1,247	
High school diploma or equivalent	261	
Doctoral or professional degree	184	
Unspecified/other	20,701	

California Regional Map



FAQ

What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

What is the source of the job ads?

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 06/28/2023 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.

What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

What is 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. The total projected demand for an occupation is the sum of the separation demand and the growth

demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) 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 NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

About This Report

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