



Education Report

Speech Communication and Rhetoric

California



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Definition of Speech Communication and Rhetoric, CIP 09.0101

A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts. Includes instruction in the theory and practice of interpersonal, group, organizational, professional, and intercultural communication; speaking and listening; verbal and nonverbal interaction; rhetorical theory and criticism; performance studies; argumentation and persuasion; technologically mediated communication; popular culture; and various contextual applications.

Awards

The table below is a list of postsecondary awards in CIP 09.0101 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
California State University-Fullerton		754	23	\$4,939
California State University-Sacramento		488	4	\$7,778
California State University-Long Beach		377	10	\$9,171
California State University-Northridge		336	31	\$8,708
University of Southern California		336	31	\$26,021
San Francisco State University		337	6	\$13,641
San Jose State University		311	21	\$14,603
San Diego State University		208	34	\$6,867
California State University-San Marcos		205		\$14,296
California State University-Los Angeles		186	14	\$2,695
California State Polytechnic University-Pomona		199		\$12,942
Long Beach City College	180			\$6,550
Bakersfield College	178			\$6,989
Santa Monica College	175			\$6,380
California State University-San Bernardino		156	10	\$3,254
Santa Barbara City College	156			\$14,000
California State University-East Bay		147	5	\$12,631
California State University-Channel Islands		146		\$14,493
Santa Clara University		142		\$48,469
Loyola Marymount University		138		\$40,180
Orange Coast College	138			\$6,836
Foothill College	135			\$9,820
Chaffey College	130			\$13,939
Pasadena City College	128			\$6,466
Mt San Antonio College	123			\$5,774
Saddleback College	122			\$7,918
De Anza College	117			\$8,236
California Polytechnic State University-San Luis Obispo		111		\$20,708
California State University-Bakersfield		109		\$7,368
Diablo Valley College	107			\$8,878

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
West Valley College	104			\$6,890
California State University-Fresno		92	10	\$6,336
El Camino Community College District	101			\$13,296
California State University-Chico		97	1	\$13,749
Fullerton College	98			\$11,191
Chapman University		95		\$40,451
Folsom Lake College	93			\$8,276
Reedley College	87			\$7,089
Sonoma State University		87		\$7,055
College of the Canyons	86			\$6,400
Cabrillo College	85			\$18,139
MiraCosta College	77			\$6,946
Sierra College	76			\$5,921
California State University-Stanislaus		75		\$7,230
Ashford University		73		\$23,585
Moorpark College	72			\$4,856
Golden West College	71			\$5,433
Cerritos College	70			\$9,557
San Diego Mesa College	68			\$7,663
University of San Francisco		45	23	\$39,825
Sacramento City College	66			\$7,788
California Baptist University		64		\$23,494
Cuesta College	64			\$14,586
Modesto Junior College	64			\$14,421
California Lutheran University		62		\$24,065
Santiago Canyon College	61			\$5,879
Santa Rosa Junior College	60			\$9,220
Riverside City College	59			\$7,161
Irvine Valley College	58			\$4,860
Los Angeles Valley College	57			\$11,833
College of San Mateo	56			\$5,427
Southwestern College	55			\$6,789
Gavilan College	52			\$8,705
Citrus College	51			\$8,852
East Los Angeles College	51			\$12,028
West Los Angeles College	48			\$10,259

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
Glendale Community College	46			\$7,823
Porterville College	45			\$5,757
Santa Ana College	45			\$6,351
Palomar College	44			\$6,659
California State Polytechnic University-Humboldt		42		\$13,904
Clovis Community College	42			\$6,305
College of the Sequoias	42			\$5,205
University of La Verne		42		\$22,538
Cosumnes River College	41			\$7,223
Cypress College	41			\$7,951
Fresno City College	41			\$6,391
Saint Mary's College of California		41		\$25,022
Azusa Pacific University		40		\$27,112
Norco College	39			\$7,404
Mt San Jacinto Community College District	36			\$7,704
Los Angeles Pierce College	35			\$12,995
College of the Desert	34			\$14,179
San Jose City College	34			\$17,618
Grossmont College	32			\$5,999
Ohlone College	32			\$12,787
Victor Valley College	31			\$12,848
Rio Hondo College	30			\$7,873
Ventura College	29			\$3,971
Westmont College		29		\$33,554
Butte College	27			\$10,736
Skyline College	27			\$4,885
Biola University		26		\$29,123
Las Positas College	26			\$7,675
San Diego Miramar College	26			\$7,880
Allan Hancock College	25			\$6,629
American River College	25			\$8,101
California State University-Dominguez Hills		25		\$4,500
Evergreen Valley College	25			\$15,650
Merced College	24			\$13,426
Chabot College	23			\$8,576
City College of San Francisco	23			\$9,261

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
Mission College	23			\$6,727
San Diego City College	23			\$8,370
Los Medanos College	22			\$7,231
Los Angeles Harbor College	19			\$12,787
San Bernardino Valley College	19			\$9,621
Solano Community College	19			\$5,950
Canada College	17			\$5,923
Monterey Peninsula College	17			\$12,007
Moreno Valley College	17			\$4,899
San Joaquin Delta College	17			\$17,503
Berkeley City College	16			\$13,556
Los Angeles City College	16			\$10,898
Los Angeles Mission College	16			\$12,798
Notre Dame de Namur University		16		\$28,243
College of Marin	15			\$7,717
Crafton Hills College	15			\$20,456
Antelope Valley Community College District	14			\$6,203
Holy Names University		14		\$21,515
Los Angeles Southwest College	14			\$8,651
Napa Valley College	14			\$18,440
Cuyamaca College	13			\$6,460
College of the Siskiyous	12			\$11,340
Hartnell College	12			\$7,721
Vanguard University of Southern California		12		\$20,427
Oxnard College	11			\$3,441
Shasta College	11			\$7,973
Simpson University		10		\$25,311
College of Alameda	9			\$12,583
Merritt College	9			\$16,194
Columbia College	8			\$10,735
Contra Costa College	8			\$9,405
Mendocino College	8			\$8,465
Pepperdine University		7		\$40,945
Compton College	6			\$10,875
Imperial Valley College	6			\$2,300
Laney College	6			\$16,494

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
Point Loma Nazarene University		6		\$34,851
West Hills College-Lemoore	6			\$13,571
University of the Pacific			5	\$21,311
Woodland Community College	5			\$7,480
Yuba College	5			\$5,503
Coastline Community College	4			\$8,953
College of the Redwoods	4			\$8,618
Madera Community College	4			
West Hills College-Coalinga	4			\$11,458
Pacific Union College		3		\$22,767
Copper Mountain Community College	1			\$8,749
La Sierra University		1		\$25,230
DeVry University-California				\$32,029
Fresno Pacific University				\$15,350
Total	5,014	5,690	228	

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, Speech Communication and Rhetoric, CIP 09.0101.

		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
11-2032	Public Relations Managers	Bachelor's degree	5 years or more	None	2%	3%	3%	56%	36%
25-1122	Communications Teachers, Postsecondary	Doctoral or professional degree	None	None	1%	1%	1%	14%	82%
27-3011	Broadcast Announcers and Radio Disc Jockeys	Bachelor's degree	None	None	9%	13%	8%	54%	15%
27-3031	Public Relations Specialists	Bachelor's degree	None	None	2%	5%	3%	60%	31%
27-3043	Writers and Authors	Bachelor's degree	None	Long-term on-the-job training	2%	5%	2%	53%	38%
27-3099	Media and Communication Workers, All Other	High school diploma or equivalent	None	Short-term on-the-job training	5%	11%	6%	55%	23%

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 Public Relations Managers (11-2032)

Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client.

Definition of Communications Teachers, Postsecondary (25-1122)

Teach courses in communications, such as organizational communications, public relations, radio/television broadcasting, and journalism. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.

Definition of Broadcast Announcers and Radio Disc Jockeys (27-3011)

Speak or read from scripted materials, such as news reports or commercial messages, on radio, television, or other communications media. May play and queue music, announce artist or title of performance, identify station, or interview guests.

Definition of Public Relations Specialists (27-3031)

Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.

Definition of Writers and Authors (27-3043)

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

Definition of Media and Communication Workers, All Other (27-3099)

All media and communication workers not listed separately.

Occupation Details

As of 2022Q4, total employment for occupations linked to Speech Communication and Rhetoric in California was 82,439. Over the past three years, linked occupations shed 727 jobs in the region and are expected to need in aggregate approximately 59,868 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Speech Communication and Rhetoric 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 %
27- 3031	Public Relations Specialists	31,367	\$85,400	0.94	1,272	4.1%	2,187	-1.0%	21,833	5,708	14,156	1,969	0.9%
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%
11- 2032	Public Relations Managers	8,379	\$147,900	1.07	186	2.3%	508	6.0%	5,531	1,647	3,356	528	0.9%
27- 3099	Media and Communication Workers, All Other	6,084	\$65,100	2.62	528	8.2%	52	-5.7%	4,710	1,174	2,980	556	1.3%
27- 3011	Broadcast Announcers and Radio Disc Jockeys	5,061	\$70,100	1.47	407	7.6%	36	-3.5%	3,681	1,403	2,195	83	0.2%
25- 1122	Communications Teachers, Postsecondary	2,464	\$143,400	0.76	46	1.8%	171	-1.6%	1,543	792	669	83	0.5%
Total - Linked Occupations		82,439	\$101,900	1.19	3,410	4.1%	3,389	-0.3%	59,868	19,988	35,145	4,735	0.8%
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®](#)

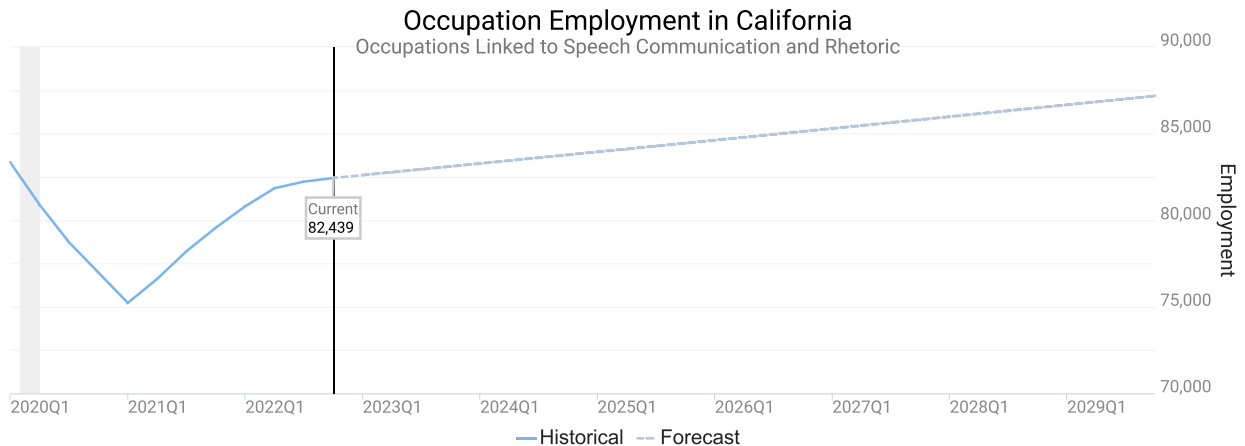
Data as of 2022Q4 unless noted otherwise

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 Speech Communication and Rhetoric. The single industry most employing these occupations in the region is Independent Artists, Writers, and Performers, NAICS 7115. This industry employs 19,950 workers in the linked occupations—employment which is expected to increase by 1,229 jobs over the next ten years; furthermore, 20,448 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 Speech Communication and Rhetoric in California

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
7115	Independent Artists, Writers, and Performers	24.2%	19,950	8,897	11,552	1,229	21,677
5121	Motion Picture and Video Industries	9.2%	7,574	2,754	4,933	1,192	8,880
5418	Advertising, Public Relations, and Related Services	8.9%	7,297	2,155	4,537	586	7,277
6113	Colleges, Universities, and Professional Schools	5.7%	4,698	1,601	2,600	375	4,576
5162	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	4.6%	3,818	1,413	2,383	225	4,021
5161	Radio and Television Broadcasting Stations	2.7%	2,236	791	1,297	-246	1,842
5511	Management of Companies and Enterprises	2.4%	1,957	550	1,173	53	1,776
5416	Management, Scientific, and Technical Consulting Services	2.3%	1,931	627	1,230	276	2,133
8139	Business, Professional, Labor, Political, and Similar Organizations	2.3%	1,905	499	1,163	57	1,719
8131	Religious Organizations	2.2%	1,787	496	1,124	129	1,749
8133	Social Advocacy Organizations	2.1%	1,739	468	1,094	147	1,709
8132	Grantmaking and Giving Services	2.0%	1,671	477	1,030	117	1,625
5192	Web Search Portals, Libraries, Archives, and Other Information Services	1.9%	1,550	616	1,016	390	2,022
6112	Junior Colleges	1.7%	1,408	547	636	-14	1,170
5415	Computer Systems Design and Related Services	1.5%	1,245	415	786	213	1,415
5417	Scientific Research and Development Services	1.2%	987	288	610	94	992
6111	Elementary and Secondary Schools	1.2%	978	262	605	46	913
9221	Justice, Public Order, and Safety Activities	1.0%	812	213	496	10	719
5613	Employment Services	1.0%	787	256	491	58	804
6241	Individual and Family Services	0.9%	739	227	505	210	942
	All Others	21.1%	17,371	5,005	10,948	1,706	17,659

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.

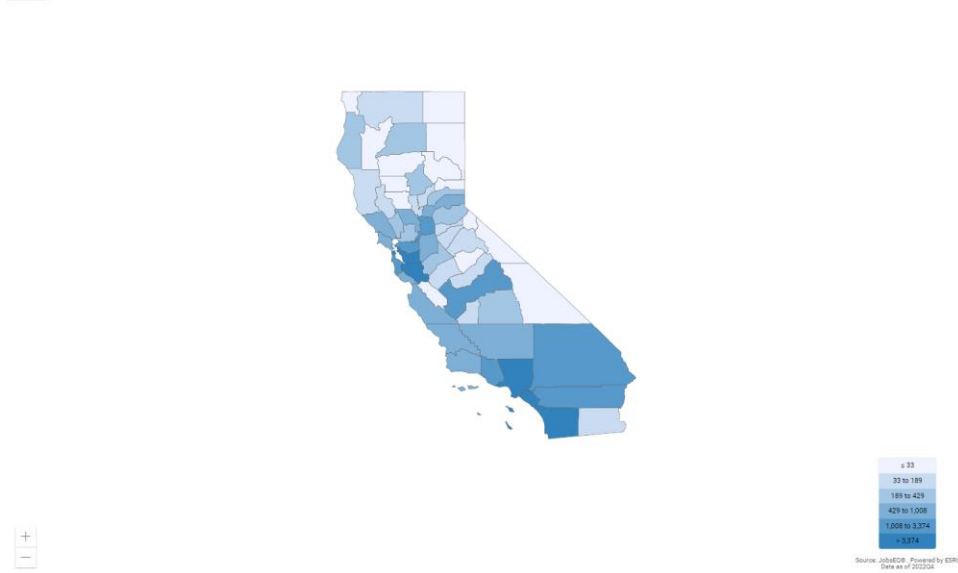
Note: Figures may not sum due to rounding.

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 Speech Communication and Rhetoric. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to Speech Communication and Rhetoric



Top Counties with Employment Linked to Speech Communication and Rhetoric, 2022Q4

Region	Employment
Los Angeles County, California	33,264
San Diego County, California	5,740
Orange County, California	5,685
San Francisco County, California	5,090
Santa Clara County, California	4,497
Alameda County, California	3,374
San Mateo County, California	3,018
Sacramento County, California	2,569
Riverside County, California	2,019
San Bernardino County, California	1,787

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

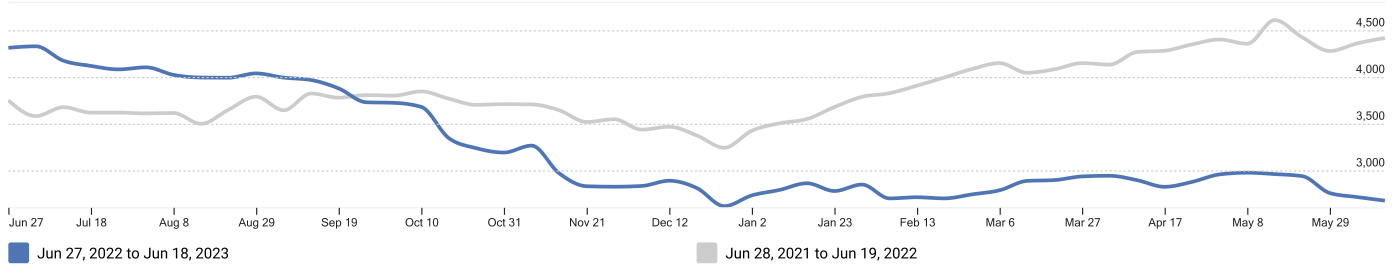
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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
27- 3031.00	Public Relations Specialists	12,440
11- 2032.00	Public Relations Managers	3,242
27- 3043.00	Writers and Authors	3,052
25- 1122.00	Communications Teachers, Postsecondary	492
27- 3099.00	Media and Communication Workers, All Other	254
27- 3011.00	Broadcast Announcers and Radio Disc Jockeys	233
27- 3043.05	Poets, Lyricists and Creative Writers	62

Locations

Location	Active Job Ads
Los Angeles, California	2,073
San Francisco, California	1,416
San Diego, California	621
Sacramento, California	481
San Jose, California	385
Irvine, California	328
Culver City, California	288
Oakland, California	257
Santa Clara, California	209

Locations

**Active
Job
Ads**

Location

Santa Monica, California

205



Employers

Employer Name	Active Job Ads	
Los Angeles, California	228	
Disney	203	
Aquent	177	
Apple	148	
University of Southern California	135	
Amazon.com Services LLC	132	
Robert Half	117	
24 Seven Talent	111	
Meta	107	
Deloitte	102	

Certifications

Certificate Name	Active Job Ads	
Driver's License	348	
First Aid Certification	61	
Secret Clearance	32	
Advanced Cardiac Life Support Certification (ACLS)	17	
Certification in Cardiopulmonary Resuscitation (CPR)	11	
Professional in Human Resources (PHR)	10	
Senior Professional in Human Resources (SPHR)	9	
Certified Broadcast Radio Engineer (CBRE)	8	
Commercial Driver's License (CDL)	8	
Accreditation in Public Relations (APR)	6	

Hard Skills

Skill Name	Active Job Ads	
Marketing	3,812	
Social Media	3,554	
Microsoft Office	3,546	
Microsoft Excel	2,982	
Microsoft PowerPoint	2,379	
Adobe Photoshop	1,987	
Copywriting	1,688	
Graphic Design	1,540	
Microsoft Word	1,456	
Media Relations	1,454	

Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	14,499	
Cooperative/Team Player	10,203	
Detail Oriented/Meticulous	6,101	
Organization	5,832	
Self-Motivated/Ability to Work Independently/Self Leadership	4,220	
Interpersonal Relationships/Maintain Relationships	3,831	
Project Management	3,779	
Ability to Work in a Fast Paced Environment	3,693	
Problem Solving	3,137	
Prioritize	3,029	

Job Titles

Job Title	Active Job Ads	
Marketing Coordinator	517	
Communications Specialist	194	
Copywriter	177	
Social Media Manager	176	
Communications Manager	142	
Social Media Coordinator	134	
Communications Coordinator	125	
Social Media Specialist	114	
Brand Ambassador	86	
Community Manager	85	

Job Types

Type	Active Job Ads	
Full-Time	9,999	
Remote	2,589	
Part-Time	1,676	
Temporary (unspecified)	1,554	
Permanent	1,369	
Temporary (long-term)	204	
Temporary (short-term)	149	
Temp-to-Hire	58	
Remote Not Indicated	17,186	

Programs

Program Name	Active Job Ads	
Communications	4,156	
Marketing	2,883	
Journalism	2,671	
Public Relations	1,463	
English	1,436	
Business	917	
Business Administration	428	
Advertising	345	
Political Science	337	
Public Administration	253	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	8,656	
High school diploma or equivalent	1,042	
Associate's degree	447	
Master's degree	372	
Doctoral or professional degree	74	
Unspecified/other	9,184	

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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