JOBSEQ

Occupation Report

Editors

California

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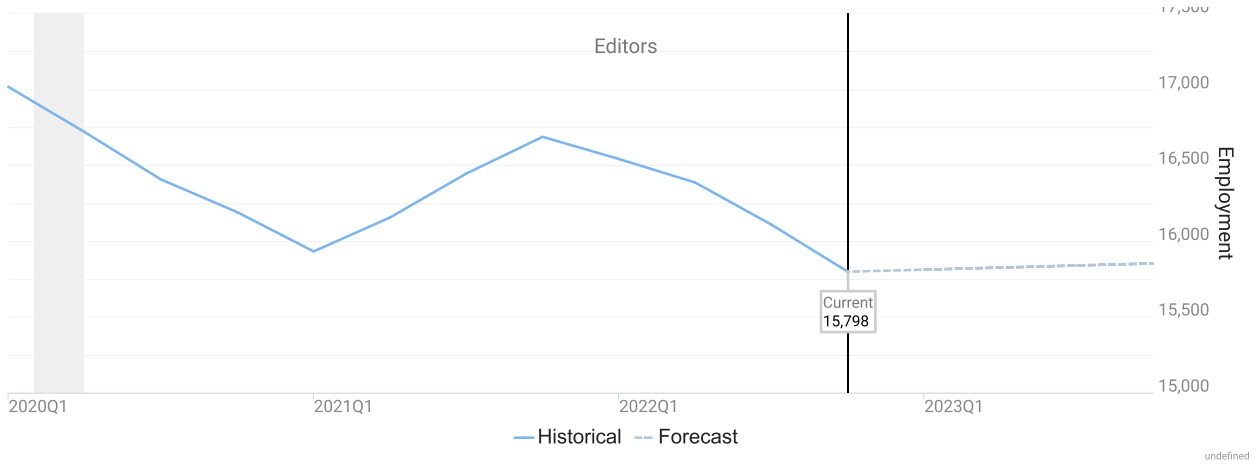
Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Editors	**15,798**	**$84,700**	**1.21**	**-1,110**	**1,674**	**0.3%**



"Annual Demand" is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.

"Forecast Ann Growth" is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

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Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Newspaper, Periodical, Book, and Directory Publishers	23.8%	3,767	3,510	-596	2,914
Motion Picture and Video Industries	14.6%	2,304	2,485	319	2,804
Web Search Portals, Libraries, Archives, and Other Information Services	12.5%	1,981	2,240	496	2,736
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	10.7%	1,690	1,765	112	1,878
Independent Artists, Writers, and Performers	6.8%	1,080	1,020	-143	877
Advertising, Public Relations, and Related Services	4.3%	677	710	51	761
Management, Scientific, and Technical Consulting Services	2.4%	371	401	53	454
Colleges, Universities, and Professional Schools	2.3%	356	374	28	403
Religious Organizations	2.1%	328	342	22	364
Employment Services	1.8%	291	305	20	325
Business, Professional, Labor, Political, and Similar Organizations	1.8%	290	297	7	304
Software Publishers	1.6%	251	259	11	269
Radio and Television Broadcasting Stations	1.5%	239	232	-20	212
Scientific Research and Development Services	1.5%	230	243	22	265
Computer Systems Design and Related Services	1.4%	218	239	38	277
Management of Companies and Enterprises	0.7%	112	114	3	117
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	0.7%	111	121	18	140
Sound Recording Industries	0.7%	105	102	-9	93
Other Professional, Scientific, and Technical Services	0.6%	97	103	9	112
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	0.6%	97	100	4	104
All Others	7.6%	1,203	1,269	110	1,380

The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

"10-Year Empl Growth" may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

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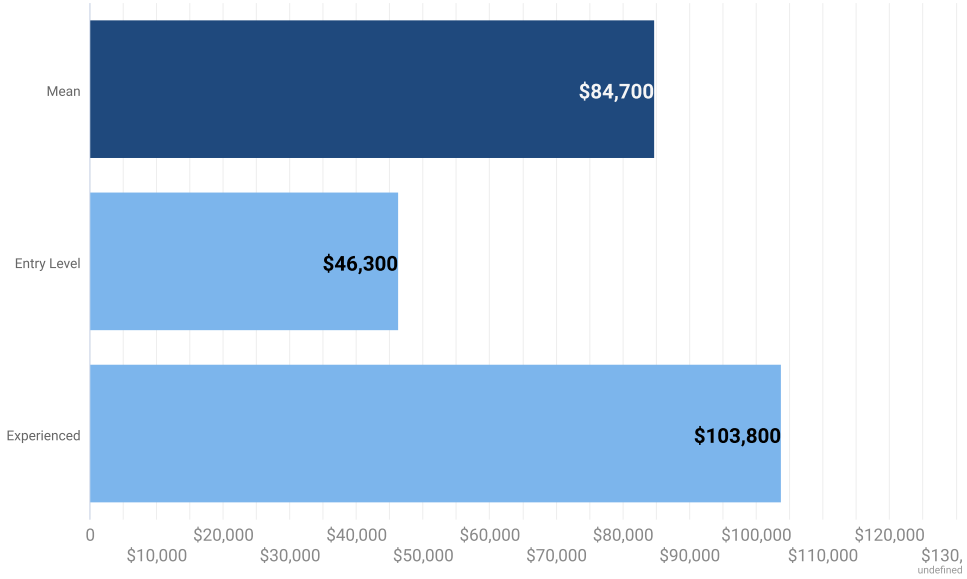
Wages



Occupation	Mean	Median	Entry Level	Experienced
Editors	$84,700	$74,800	$46,300	$103,800

Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.

When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

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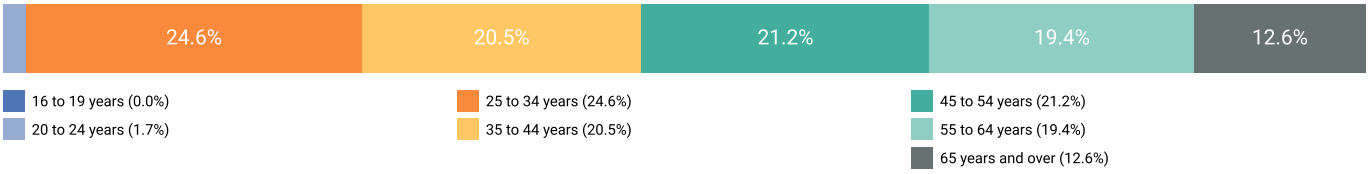
Occupation Demographics

Age

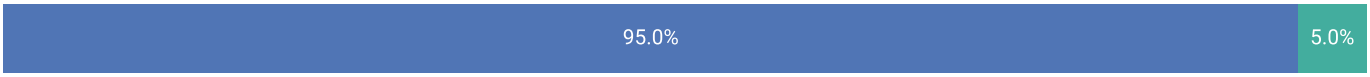


- 16 to 19 years (0.0%)
- 20 to 24 years (1.7%)
- 25 to 34 years (24.6%)
- 35 to 44 years (20.5%)
- 45 to 54 years (21.2%)
- 55 to 64 years (19.4%)
- 65 years and over (12.6%)

Race

- White (78.8%)
- Black (1.1%)
- American Indian (0.3%)
- Asian (14.4%)
- Pacific Islander (0.2%)
- Two or More Races (5.1%)

Ethnicity

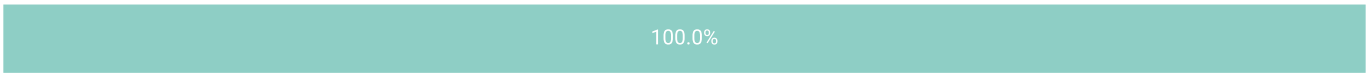


- Non-Hispanic/Latino (95.0%)
- Hispanic or Latino (of any race) (5.0%)

Gender

- Male (39.9%)
- Female (60.1%)

Education and Training Requirements



- Short-term OJT, no exp, no award (0.0%)
- Moderate-term OJT, no exp, no award (0.0%)
- Long-term training, no exp, no award (0.0%)
- Previous work experience, no award (0.0%)
- 2-year degree or certificate (0.0%)
- Bachelor's degree (100.0%)
- Postgraduate degree (0.0%)

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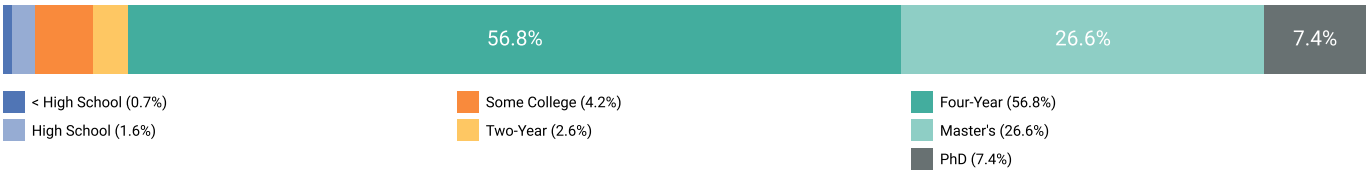
Education Profile

Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Editors	Bachelor's degree	Less than 5 years	None

The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

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Postsecondary Programs Linked to Editors

Program	Awards
California State University-Long Beach	
English Language and Literature, General	284
California State University-Northridge	
Journalism	161
San Diego State University	
Journalism	170
University of California-Berkeley	
English Language and Literature, General	254
Mass Communication/Media Studies	268
University of California-Davis	
Communication, General	300
English Language and Literature, General	206
University of California-Los Angeles	
English Language and Literature, General	312
University of California-San Diego	
Communication, General	271
University of California-Santa Barbara	
Communication, General	469

The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

Among postsecondary programs at schools located in California, the sampling above identifies those most linked to Editors. For a complete list see JobsEQ®, http://www.chmuraecon.com/jobseq

Source: JobsEQ®, http://www.chmuraecon.com/jobseq
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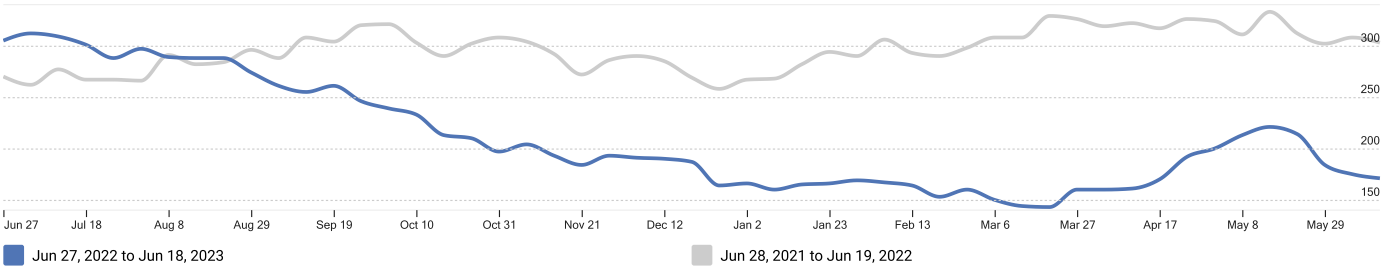
RTI (Job Postings)

Active Job Ads by Date



Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads	
27-3041.00	Editors	1,336	

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Locations

Location	Active Job Ads
Los Angeles, California	176
San Francisco, California	113
Sacramento, California	51
San Diego, California	33
Los Angeles, California 90025	29
Burbank, California	27
El Segundo, California	21
Irvine, California	18
San Jose, California	18
Mountain View, California	17

Employers

Employer Name	Active Job Ads
Penske Media Corporation	32
Disney	26
NBC Universal	25
Los Angeles, California	20
The Los Angeles Times	19
Aquent	16
American Heart Association	14
Bloomberg	12
United Health Group	12
Vaco	12

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Hard Skills

Skill Name	Active Job Ads
Search Engine Optimization (SEO)	210
Microsoft Office	158
Adobe Photoshop	152
English	147
Proofreading	145
Publishing	140
Microsoft Word	136
Microsoft Excel	135
Content Management Systems	119
Journalism	118

Job Titles

Job Title	Active Job Ads
Editor	57
Copy Editor	35
Technical Editor	28
Assistant Editor	27
Managing Editor	26
Editorial Assistant	19
Senior Editor	17
Writer/Editor	16
Editorial Director	14
Content Editor	13

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Education Levels

Minimum Education Level	Active Job Ads
Bachelor's degree	458
High school diploma or equivalent	73
Associate's degree	21
Master's degree	12
Doctoral or professional degree	5
Unspecified/other	767

Programs

Program Name	Active Job Ads
Journalism	242
Communications	155
English	155
Marketing	38
Creative Writing	14
Business	9
Photography	9
Public Relations	9
Technical	9
Science	8

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Top Skill and Certification Gaps

Top 10 Skill Gaps in California

Name	Candidates	Openings	Gap
Search Engine Optimization (SEO)	255	298	-43
Google Analytics	40	78	-37
Marketing	91	127	-36
Adobe Photoshop	155	191	-36
Adobe Premiere Pro	56	86	-30
WordPress	89	114	-25
Presentation	20	42	-22
Avid Media Composer	24	46	-22
Copywriting	42	64	-22
Atlassian JIRA	14	34	-21

Top 10 Certification Gaps in California

Name	Candidates	Openings	Gap
Secret Clearance	7	6	1

Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

Source: JobsEQ®, http://www.chmuraecon.com/jobseq
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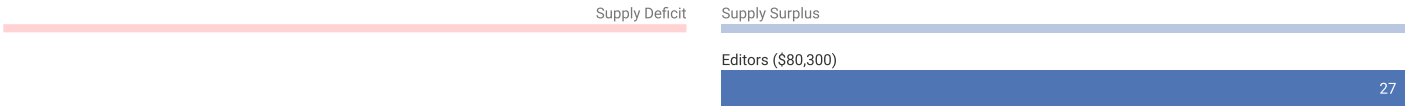
Occupation Gaps



The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.

The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

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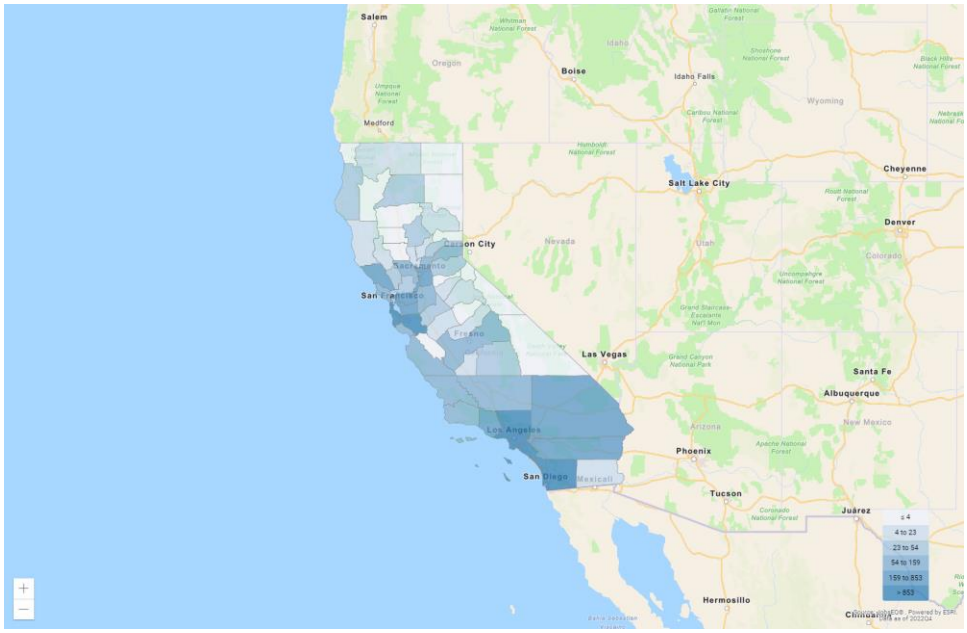
Geographic Distribution



Top Counties by Place of Work for Editors, 2022Q4

Region	Employment
Los Angeles County, California	5,997
Santa Clara County, California	1,789
San Francisco County, California	1,234
San Mateo County, California	1,055
Orange County, California	915
San Diego County, California	854
Alameda County, California	524
Sacramento County, California	331
Riverside County, California	260
San Bernardino County, California	211

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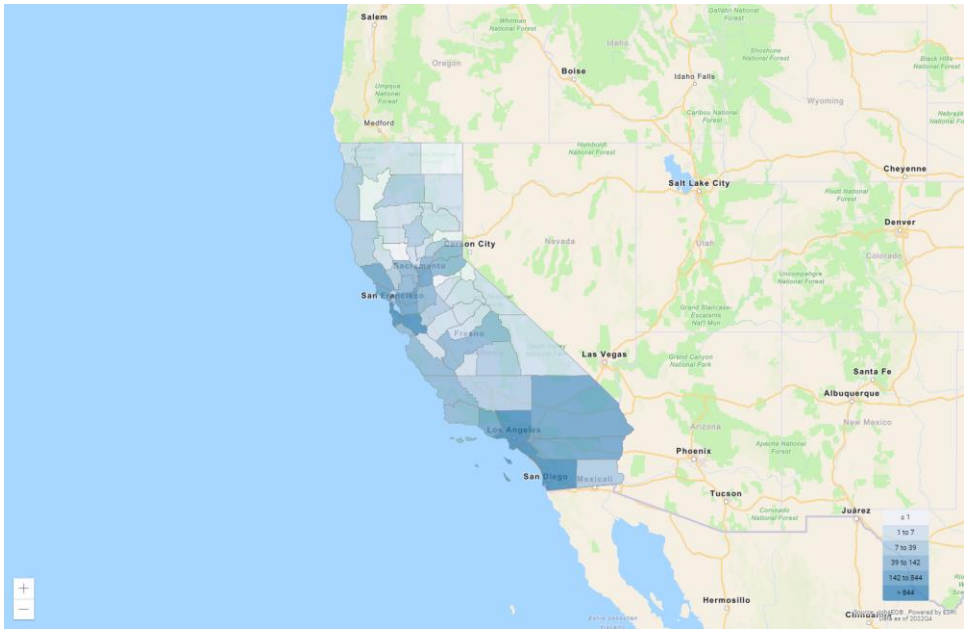

Top Counties by Place of Residence for Editors, 2022Q4

Region	Employment
Los Angeles County, California	5,925
Santa Clara County, California	1,632
San Francisco County, California	1,195
Orange County, California	1,044
San Mateo County, California	951
San Diego County, California	845
Alameda County, California	712
Contra Costa County, California	338
Sacramento County, California	308
Riverside County, California	229

"Place of work" employment is based upon the location of employers for these workers. "Place of residence" data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

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California Regional Map

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Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- 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.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dyanamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occuaption employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendancies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

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FAQ

What is (LQ) location quotient?

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

Annual demand is a of the sum of the annual projected growth demand and 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. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.

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