JOBS**eQ**

Occupation Report

Writers and Authors

California
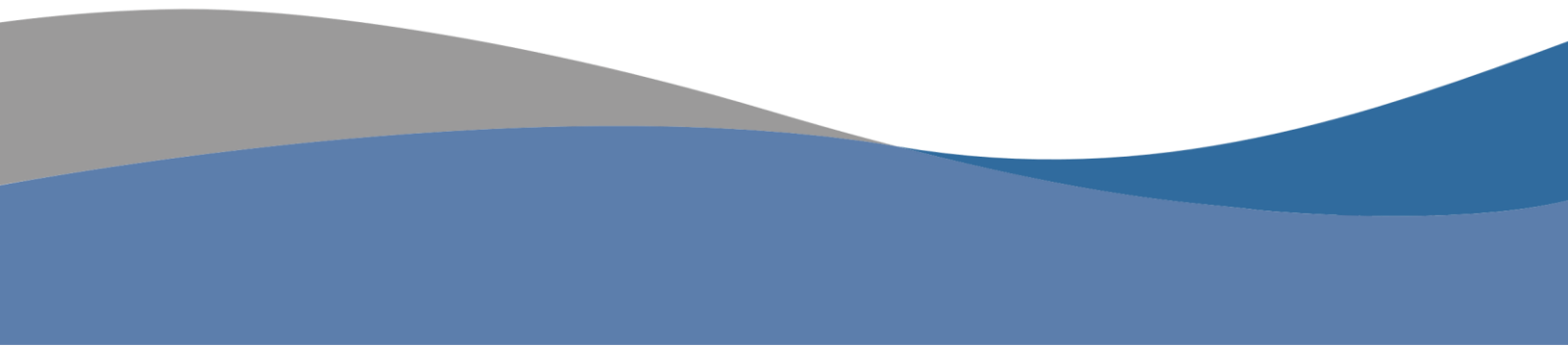
Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Writers and Authors	**29,083**	**$116,200**	**1.52**	**793**	**3,196**	**0.7%**

Writers and Authors

Current 29,083

Historical — — Forecast

Employment

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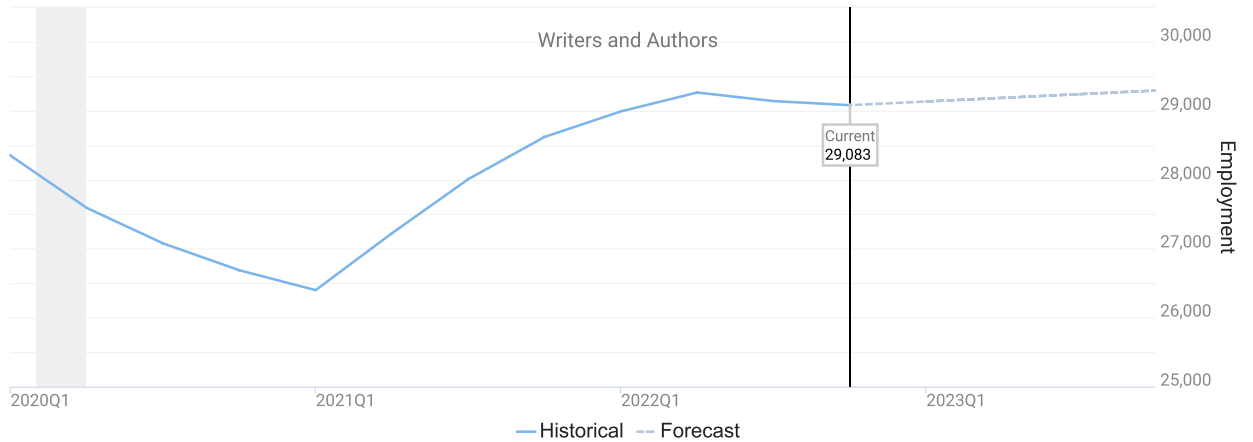
💡 "Annual Demand" is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.

💡 "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).

Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Independent Artists, Writers, and Performers	65.3%	18,995	19,456	1,014	20,469
Motion Picture and Video Industries	11.3%	3,291	3,521	495	4,016
Advertising, Public Relations, and Related Services	4.1%	1,201	1,247	101	1,348
Web Search Portals, Libraries, Archives, and Other Information Services	2.7%	789	880	198	1,078
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1.9%	552	568	34	602
Management, Scientific, and Technical Consulting Services	1.8%	524	558	74	633
Newspaper, Periodical, Book, and Directory Publishers	1.4%	416	390	-51	339
Computer Systems Design and Related Services	1.2%	355	383	60	444
Employment Services	0.8%	243	251	17	268
Colleges, Universities, and Professional Schools	0.8%	234	243	19	262
Management of Companies and Enterprises	0.7%	212	215	6	220
Grantmaking and Giving Services	0.7%	198	204	14	218
Religious Organizations	0.5%	152	158	13	170
All Others	6.6%	1,921	2,011	198	2,208

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.
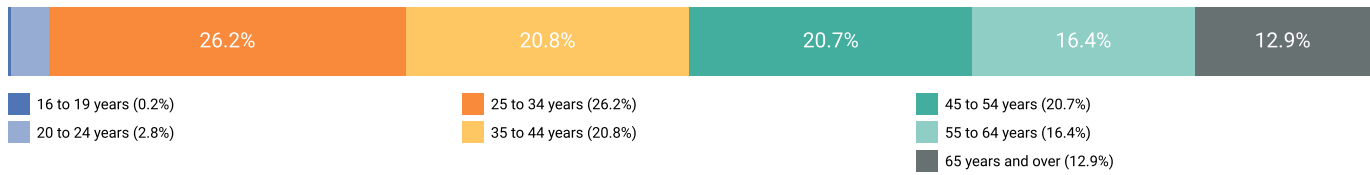
Wages
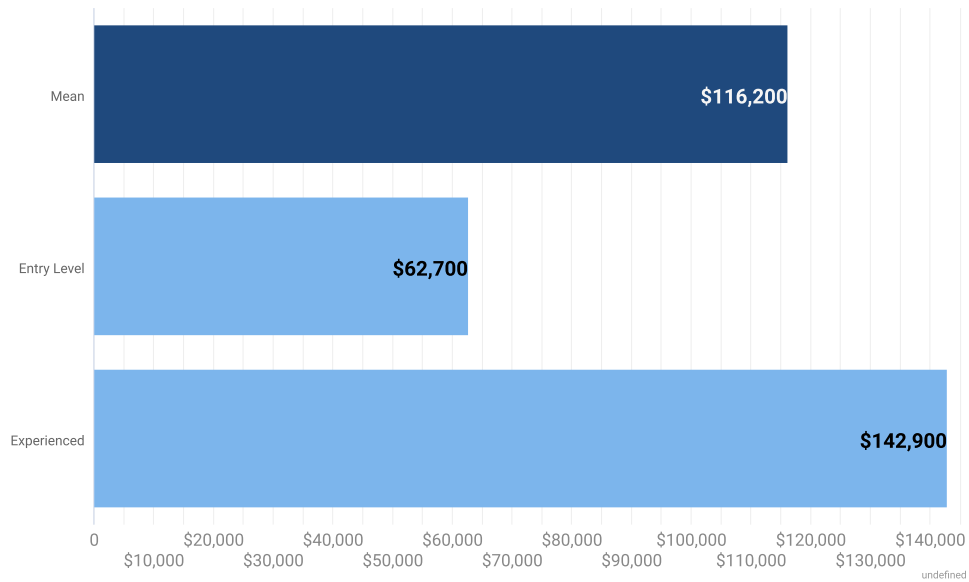
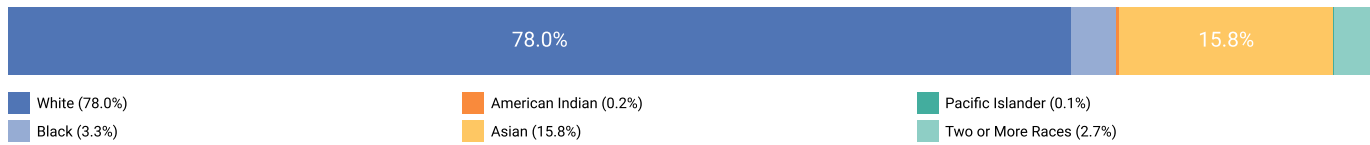| Occupation	Mean	Median	Entry Level	Experienced
Writers and Authors	$116,200	$116,000	$62,700	$142,900

💡 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.
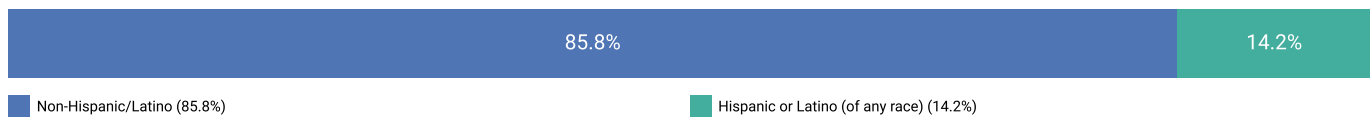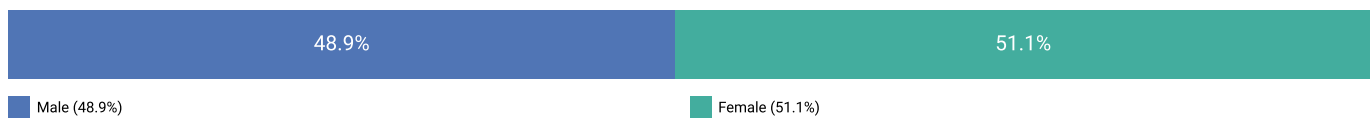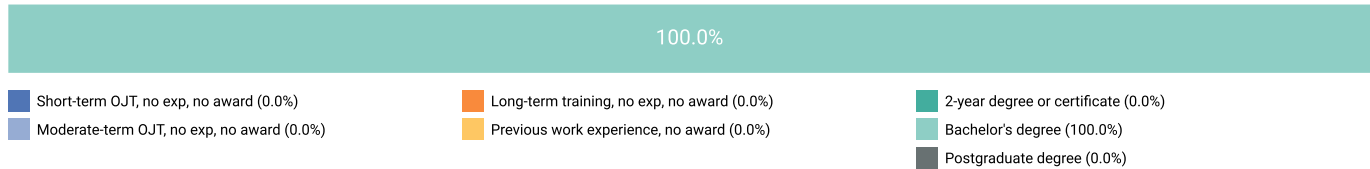
Occupation Demographics

Age

	26.2%	20.8%	20.7%	16.4%	12.9%

- 16 to 19 years (0.2%)
- 20 to 24 years (2.8%)
- 25 to 34 years (26.2%)
- 35 to 44 years (20.8%)
- 45 to 54 years (20.7%)
- 55 to 64 years (16.4%)
- 65 years and over (12.9%)

Race

78.0%		15.8%

- White (78.0%)
- Black (3.3%)
- American Indian (0.2%)
- Asian (15.8%)
- Pacific Islander (0.1%)
- Two or More Races (2.7%)

Ethnicity

85.8%	14.2%

- Non-Hispanic/Latino (85.8%)
- Hispanic or Latino (of any race) (14.2%)

Gender

48.9%	51.1%

- Male (48.9%)
- Female (51.1%)

Education and Training Requirements

100.0%

- 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%)

Education Profile

Educational Attainment

	4.6%	52.6%	28.3%	10.0%

■ < High School (0.5%)   ■ Some College (4.6%)   ■ Four-Year (52.6%)

■ High School (1.8%)   ■ Two-Year (2.3%)   ■ Master's (28.3%)

■ PhD (10.0%)
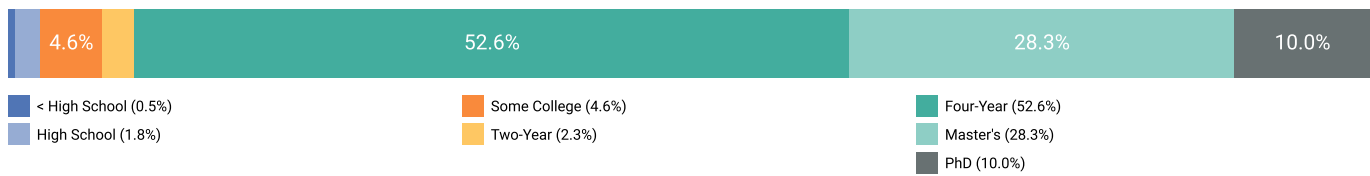
Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Writers and Authors	Bachelor's degree	None	Long-term on-the-job training

💡 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.

Postsecondary Programs Linked to Writers and Authors

Program	Awards
California State University-Fullerton	
Speech Communication and Rhetoric	777
California State University-Long Beach	
Speech Communication and Rhetoric	387
California State University-Northridge	
Speech Communication and Rhetoric	367
California State University-Sacramento	
Speech Communication and Rhetoric	492
San Diego State University	
Speech Communication and Rhetoric	242
San Francisco State University	
Speech Communication and Rhetoric	343
San Jose State University	
Speech Communication and Rhetoric	332
University of California-Berkeley	
Mass Communication/Media Studies	268
University of California-Santa Barbara	
Communication, General	469
University of Southern California	
Speech Communication and Rhetoric	367

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 Writers and Authors. For a complete list see JobsEQ®, http://www.chmuraecon.com/jobseq

RTI (Job Postings)

Active Job Ads by Date

Jun 27, 2022 to Jun 18, 2023   Jun 28, 2021 to Jun 19, 2022
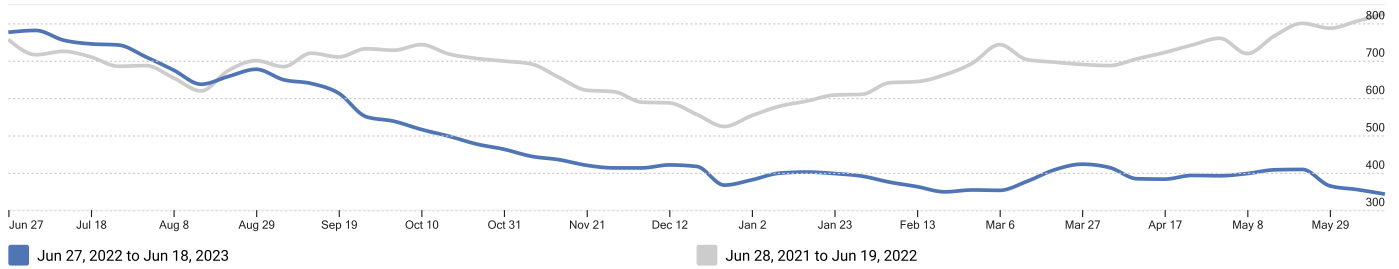
Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads	
27-3043.00	Writers and Authors	3,052	
27-3043.05	Poets, Lyricists and Creative Writers	62	

Locations

Location	Active Job Ads	
Los Angeles, California	340	
San Francisco, California	325	
San Diego, California	96	
San Jose, California	63	
Irvine, California	60	
Culver City, California	54	
Santa Monica, California	52	
Sacramento, California	43	
Mountain View, California	37	
Sunnyvale, California	34	

Employers

Employer Name	Active Job Ads	
Aquent	96	
24 Seven Talent	53	
Apple	34	
Deloitte	33	
Onward Search	33	
Robert Half	32	
Braintrust	29	
Google	29	
Amazon.com Services LLC	24	
TikTok	24	

Hard Skills

Skill Name	Active Job Ads	
Copywriting	977	
Marketing	672	
Search Engine Optimization (SEO)	559	
Social Media	523	
Advertising	409	
English	397	
Digital Marketing	313	
Proofreading	268	
Microsoft Office	242	
Presentation	238	

Job Titles

Job Title	Active Job Ads	
Copywriter	177	
Content Writer	79	
Social Media Manager	72	
Content Strategist	60	
Senior Copywriter	60	
Content Creator	58	
Senior UX Writer	31	
Junior Copywriter	30	
Social Media Specialist	30	
UX Writer	30	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	1,209	
High school diploma or equivalent	50	
Associate's degree	25	
Master's degree	23	
Doctoral or professional degree	2	
Unspecified/other	1,805	

Programs

Program Name	Active Job Ads	
Journalism	541	
Communications	511	
English	490	
Marketing	391	
Advertising	100	
Business	90	
Creative Writing	74	
Writing	65	
Public Relations	47	
Literature	37	

Top Skill and Certification Gaps

Top 10 Skill Gaps in California

Name	Candidates	Openings	Gap
Technical Writing	81	119	-38
Social Media	485	507	-21
Google Suite	51	65	-15
Music	12	25	-13
Adobe Illustrator	86	96	-11
User Experience Design	8	17	-10
iOS	10	19	-9
ServiceNow	8	16	-9
Intuit QuickBooks	7	15	-8
Instagram	81	89	-7

Top 10 Certification Gaps in California

| Name	Candidates	Openings	Gap
Certified Financial Planner (CFP)	0	1	-1
Certified Poetry Therapist (CPT)	0	1	0
Google Analytics Individual Qualification (Google Analytics IQ)	1	0	1
Google AdWords Certification	1	0	1
Secret Clearance	10	1	9

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.

Occupation Gaps

Supply Deficit | Supply Surplus

Writers and Authors ($114,100)

−103
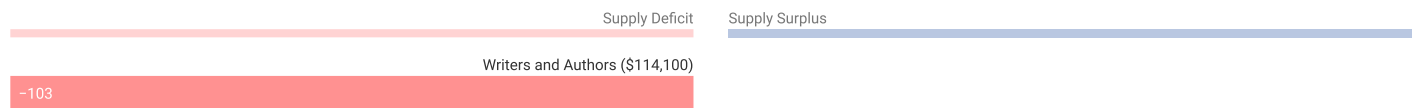
The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has 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.

Geographic Distribution
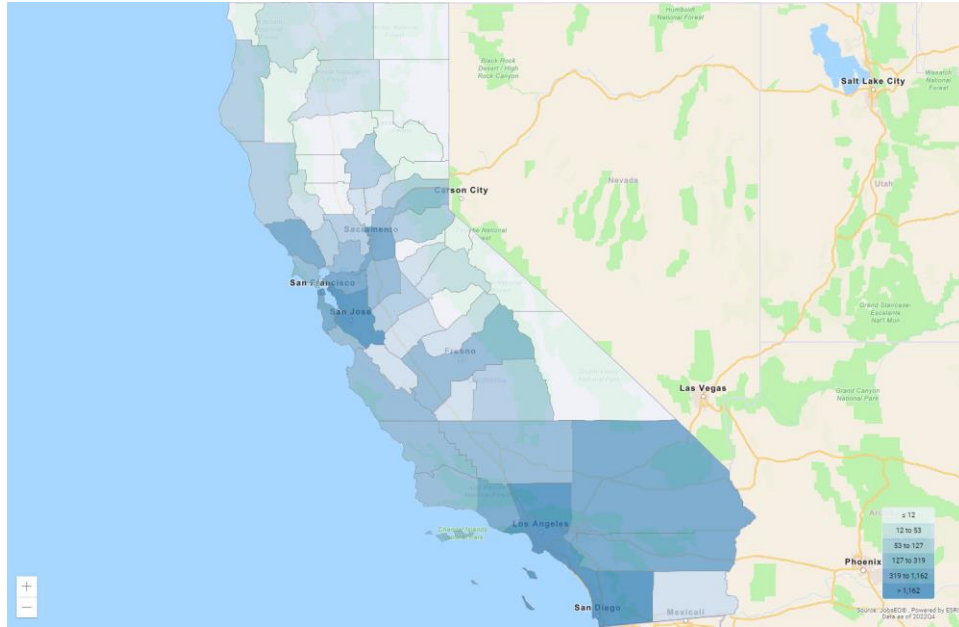
Top Counties by Place of Work for Writers and Authors, 2022Q4

Region	Employment
Los Angeles County, California	14,778
Orange County, California	1,688
San Diego County, California	1,685
San Francisco County, California	1,358
Santa Clara County, California	1,304
Alameda County, California	1,163
Riverside County, California	685
San Mateo County, California	680
Sacramento County, California	577
San Bernardino County, California	551
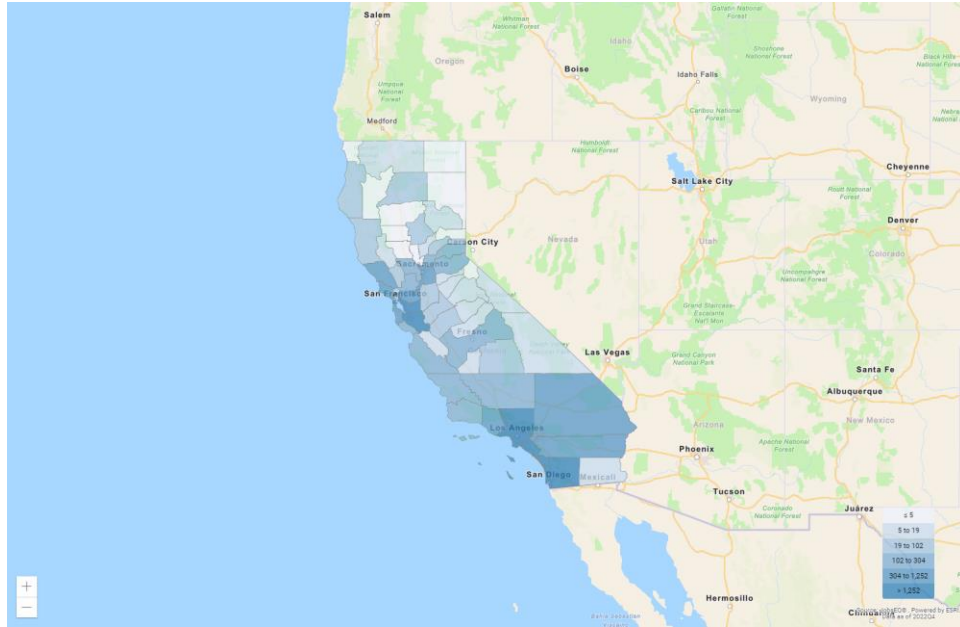
Top Counties by Place of Residence for Writers and Authors, 2022Q4

Region	Employment
Los Angeles County, California	14,457
Orange County, California	1,923
San Diego County, California	1,671
San Francisco County, California	1,303
Santa Clara County, California	1,287
Alameda County, California	1,253
San Mateo County, California	686
Riverside County, California	671
Contra Costa County, California	621
Sacramento County, California	543

"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.

California Regional Map

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.

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.