



6 Occupations in Chicago-Naperville-Elgin, IL-IN-WI

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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resums, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

6 Occupations

27-3031	Public Relations Specialists	27-3041	Editors
11-2032	Public Relations Managers	27-3042	Technical Writers
27-3043	Writers and Authors	27-3023	News Analysts, Reporters, and Journalists

1 MSA

16980	Chicago-Naperville-Elgin, IL-IN-WI
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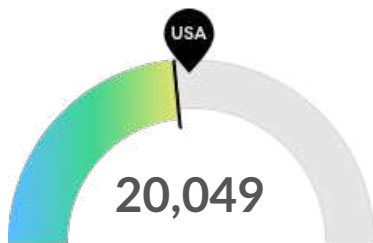
Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupations and geographical area.

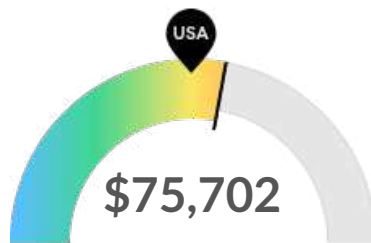
Executive Summary

Aggressive Job Posting Demand Over an Average Supply of Regional Jobs



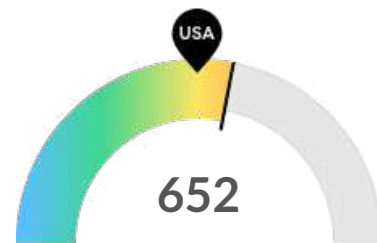
Jobs (2024)

Chicago-Naperville-Elgin, IL-IN-WI is about average for this kind of job. The national average for an area this size is 21,927* employees, while there are 20,049 here.



Compensation

Earnings are about average in Chicago-Naperville-Elgin, IL-IN-WI. The national median salary for your occupations is \$70,863, compared to \$75,702 here.



Job Posting Demand

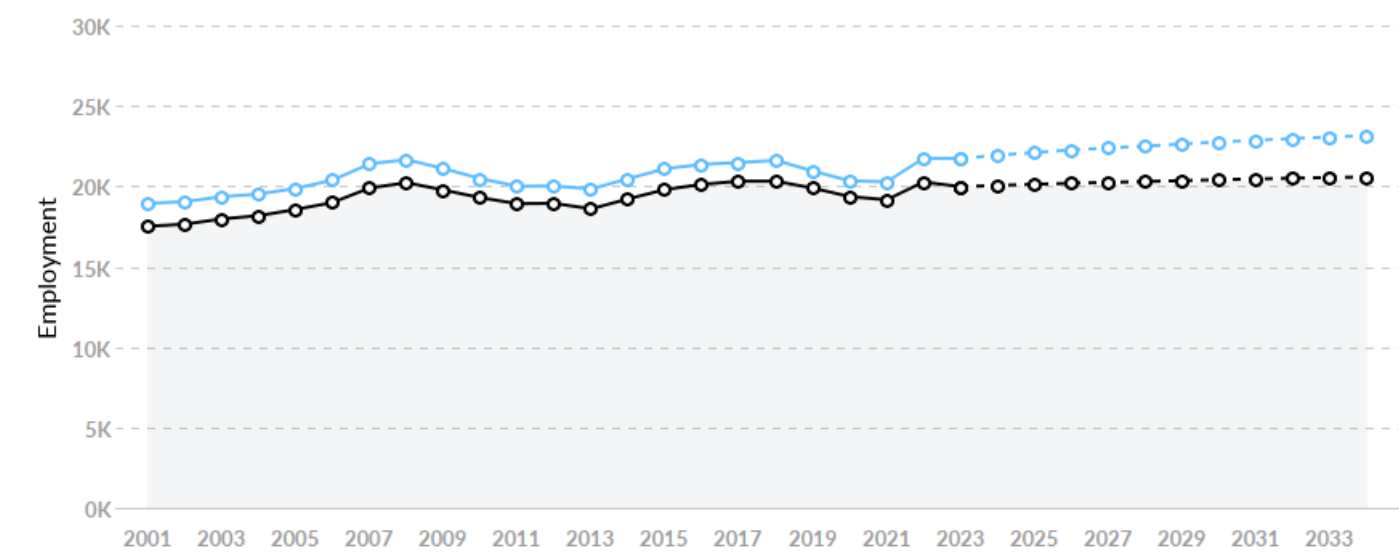
Job posting activity is high in Chicago-Naperville-Elgin, IL-IN-WI. The national average for an area this size is 550* job postings/mo, while there are 652 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Chicago-Naperville-Elgin, IL-IN-WI. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is About Equal to the National Average

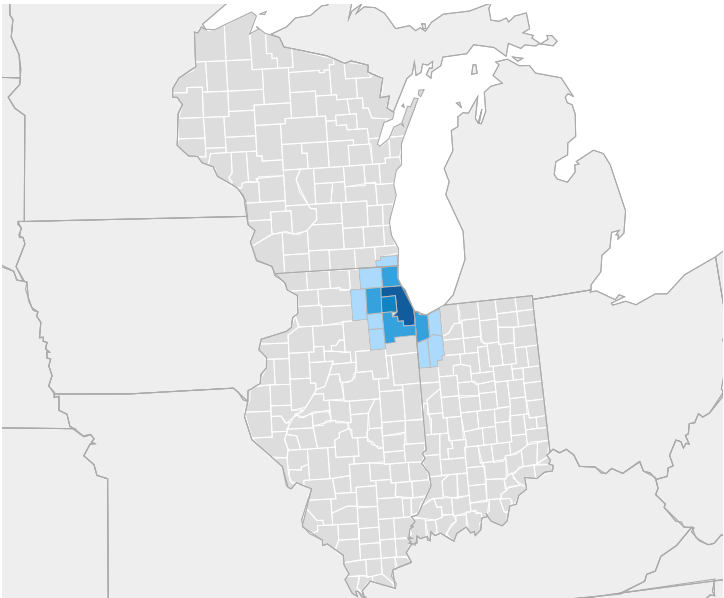
An average area of this size typically has 21,927* jobs, while there are 20,049 here.



	Region	2024 Jobs	2033 Jobs	Change	% Change
●	Chicago-Naperville-Elgin, IL-IN-WI	20,049	20,546	497	2.5%
●	National Average	21,927	23,060	1,133	5.2%

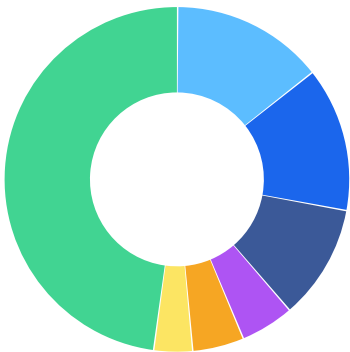
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Regional Breakdown



County	2024 Jobs
Cook County, IL	13,758
DuPage County, IL	2,248
Lake County, IL	1,086
Will County, IL	738
Kane County, IL	652

Most Jobs are Found in the Advertising, Public Relations, and Related Services Industry Sector

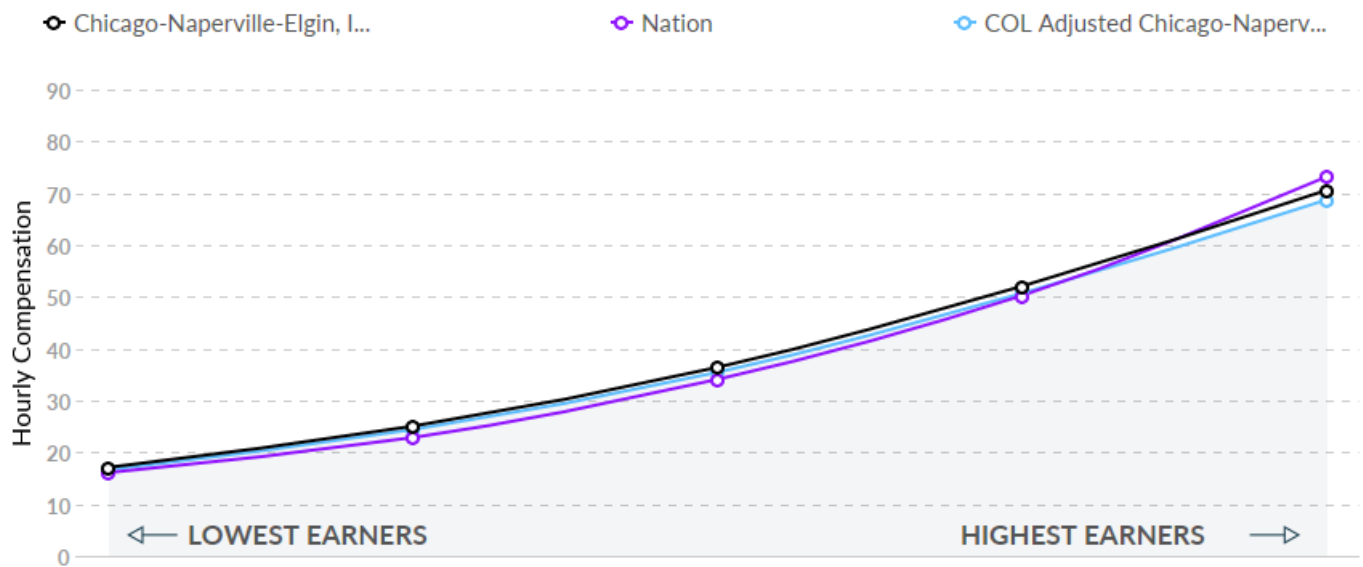


Industry	% of Occupation in Industry (2024)
Advertising, Public Relations, and Related Services	14.3%
Newspaper, Periodical, Book, and Directory Publishers	13.5%
Independent Artists, Writers, and Performers	10.8%
Management, Scientific, and Technical Consulting Services	5.0%
Business, Professional, Labor, Political, and Similar Organizations	4.8%
Colleges, Universities, and Professional Schools	3.6%
Other	47.9%

Compensation

Regional Compensation Is 7% Higher Than National Compensation

For your occupations, the 2023 median wage in Chicago-Naperville-Elgin, IL-IN-WI is \$36.40/hr, while the national median wage is \$34.07/hr.



Job Posting Activity



5,217 Unique Job Postings

The number of unique postings for this job from Jan 2024 to Aug 2024.



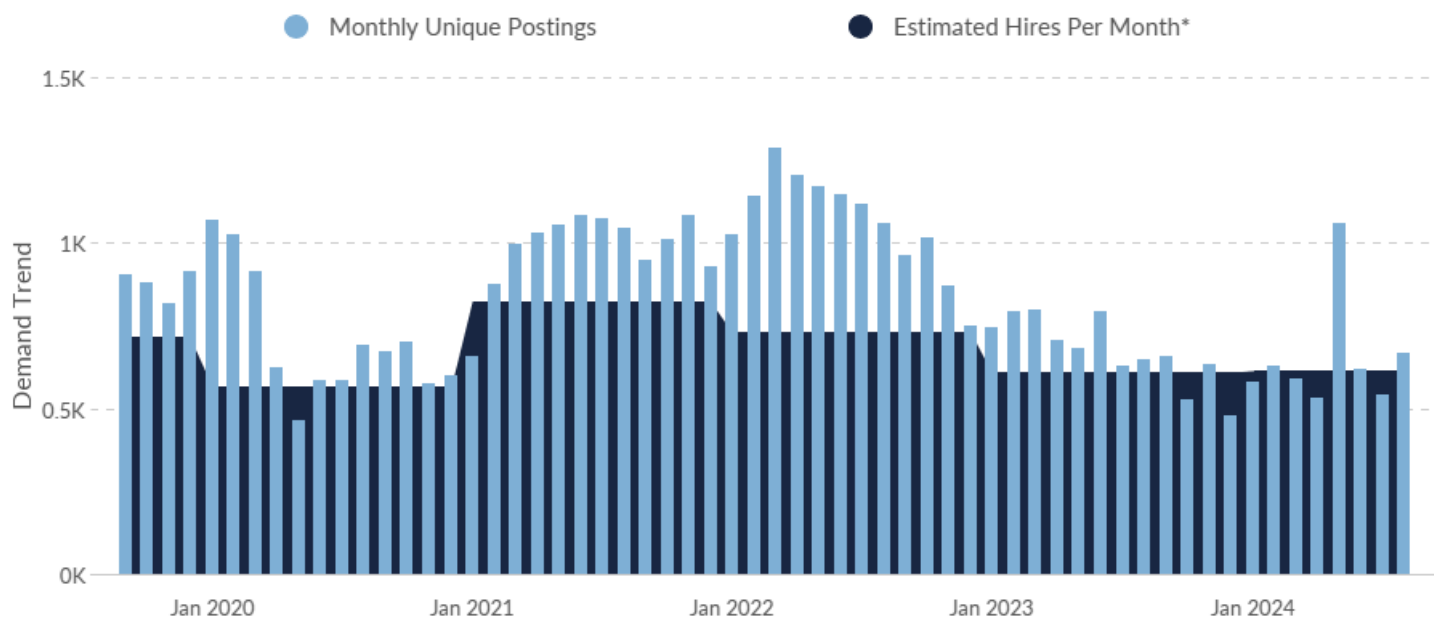
1,591 Employers Competing

All employers in the region who posted for this job from Jan 2024 to Aug 2024.



22 Day Median Duration

Posting duration is 2 days shorter than what's typical in the region.



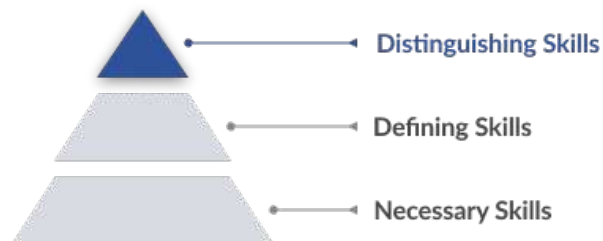
Occupation	Avg Monthly Postings (Jan 2024 - Aug 2024)	Avg Monthly Hires (Jan 2024 - Aug 2024)
Public Relations Managers	249	79
Public Relations Specialists	136	237
Writers and Authors	152	99
Technical Writers	51	38
Editors	51	134
News Analysts, Reporters, and Journalists	14	26

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Innovaxis Marketing Consulting	361 <div></div>	Copywriters	363 <div></div>
Publicis Groupe	95 <div></div>	Technical Writers	163 <div></div>
University of Chicago	85 <div></div>	Communications Specialists	115 <div></div>
Epsilon	41 <div></div>	Social Media Managers	100 <div></div>
Outlier	41 <div></div>	Communications Managers	76 <div></div>
AbbVie	36 <div></div>	Contract Copywriters	58 <div></div>
Walgreens Boots Alliance	36 <div></div>	Marketing Writers	53 <div></div>
McDonald's	34 <div></div>	Marketing Copywriters	48 <div></div>
Uline	30 <div></div>	Communications Coordinators	44 <div></div>
Abbott Laboratories	29 <div></div>	Medical Writers	39 <div></div>

Top Distinguishing Skills by Demand

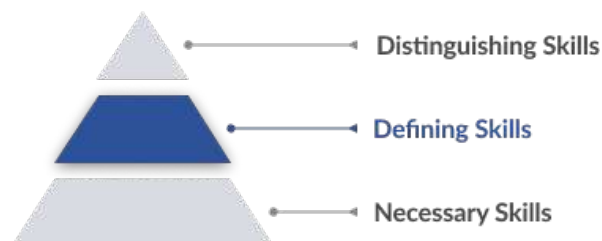
An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.



Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Media Relations	✓	375	+15.8%	Growing
Storytelling	✗	238	+14.5%	Growing
Social Media Content	✗	206	+15.6%	Growing
Media Planning	✗	203	+6.6%	Stable
Social Media Strategy	✗	188	+13.8%	Growing
AP Stylebook	✓	181	+14.6%	Growing
Copy Editing	✓	180	+9.8%	Growing
Crisis Communications	✗	138	+13.9%	Growing
Media Coverage	✗	133	+6.2%	Stable
Public Affairs	✓	133	+7.4%	Stable

Top Defining Skills by Demand

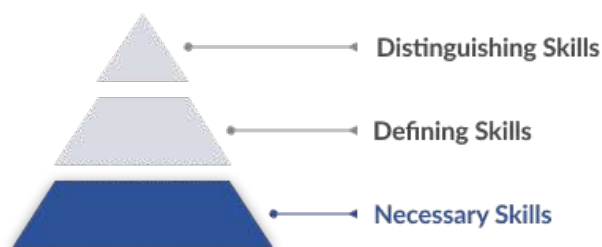
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Marketing	✗	2,351	+23.0%	Rapidly Growing
Journalism	✓	1,260	+16.1%	Growing
Project Management	✗	1,112	+19.8%	Rapidly Growing
Social Media	✗	927	+16.3%	Growing
Copywriting	✗	826	+8.8%	Growing
Public Relations	✗	751	+16.9%	Growing
Content Creation	✗	588	+8.8%	Growing
Content Editing	✓	516	+11.6%	Growing
Internal Communications	✗	427	+13.7%	Growing
Press Releases	✗	399	+16.8%	Growing

Top Necessary Skills by Demand

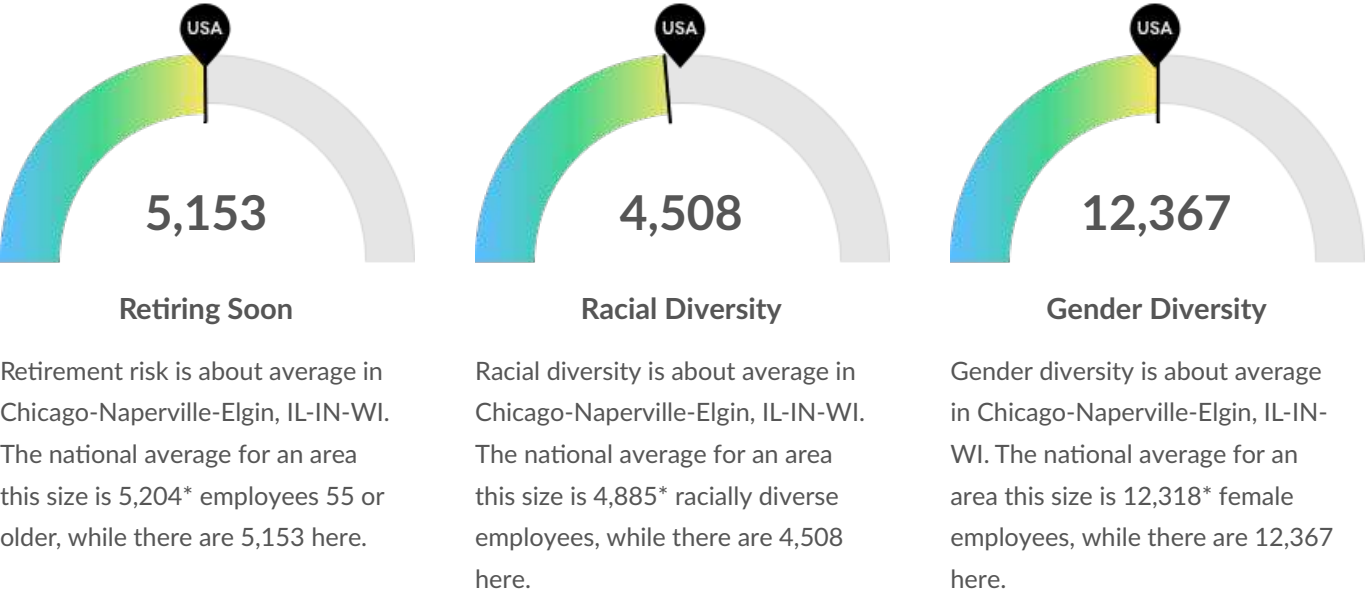
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Marketing	✗	2,351	+23.0%	Rapidly Growing
Journalism	✓	1,260	+16.1%	Growing
Project Management	✗	1,112	+19.8%	Rapidly Growing
Social Media	✗	927	+16.3%	Growing
Proofreading	✗	863	+19.1%	Growing
Search Engine Optimization	✗	655	+14.6%	Growing
Content Creation	✗	588	+8.8%	Growing
Newsletters	✗	535	+19.9%	Rapidly Growing
Internal Communications	✗	427	+13.7%	Growing
Marketing Communications	✗	355	+12.5%	Growing

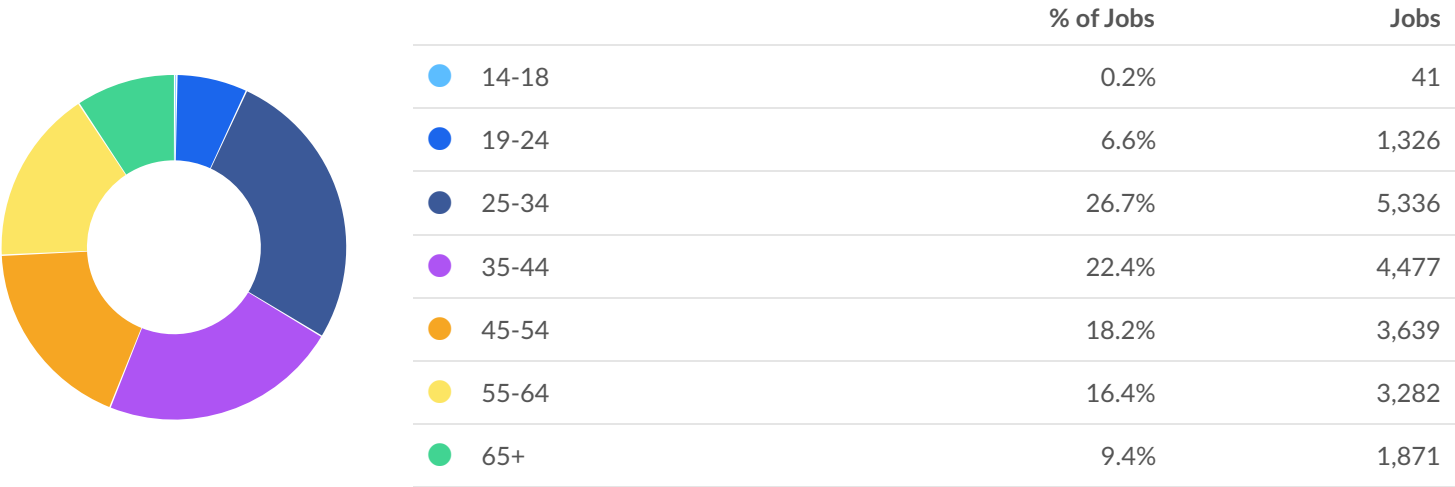
Demographics

Retirement Risk Is About Average, While Overall Diversity Is About Average

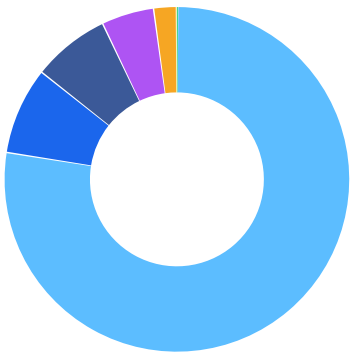


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Occupation Age Breakdown

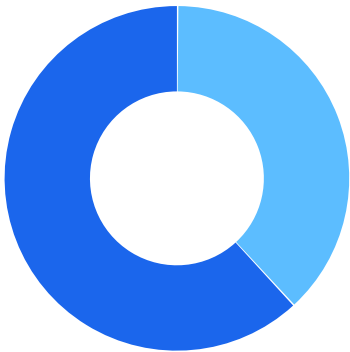


Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	77.4%	15,464
Hispanic or Latino	8.2%	1,630
Black or African American	7.3%	1,449
Asian	4.9%	981
Two or More Races	2.1%	425
American Indian or Alaska Native	0.1%	17
Native Hawaiian or Other Pacific Islander	0.0%	5

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	38.1%	7,604
Females	61.9%	12,367

Occupational Programs



46 Programs

Of the programs that can train for this job, 46 have produced completions in the last 5 years.



6,758 Completions (2023)

The completions from all regional institutions for all degree types.



1,948 Openings (2023)

The average number of openings for an occupation in the region is 749.

CIP Code	Top Programs	Completions (2023)	
52.1401	Marketing/Marketing Management, General	1,115	<div></div>
45.1001	Political Science and Government, General	734	<div></div>
51.2201	Public Health, General	701	<div></div>
23.0101	English Language and Literature, General	617	<div></div>
09.0101	Speech Communication and Rhetoric	506	<div></div>
09.0701	Radio and Television	328	<div></div>
51.0701	Health/Health Care Administration/Management	305	<div></div>
50.0501	Drama and Dramatics/Theatre Arts, General	239	<div></div>
09.0999	Public Relations, Advertising, and Applied Communication, ...	235	<div></div>
52.0213	Organizational Leadership	209	<div></div>

Top Schools	Completions (2023)	
DePaul University	822	<div></div>
University of Illinois Chicago	794	<div></div>
Loyola University Chicago	688	<div></div>
Northwestern University	583	<div></div>
Northern Illinois University	461	<div></div>
Columbia College Chicago	350	<div></div>
Benedictine University	290	<div></div>
University of Chicago	236	<div></div>
Illinois Media School-Chicago Campus	158	<div></div>
Lewis University	153	<div></div>

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Lightcast's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.