

A background image of a smiling man in a dark suit and light-colored shirt, looking towards the camera. The background is blurred, showing what appears to be a stage or event setting with lights.

6 Arts, Design, Entertainment, Sports, and Media Occupations in Chicago-Naperville-Elgin, IL-IN-WI

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What is Emsi Data?

Emsi 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, resumés, and job postings to give you a complete view of the workforce.

Emsi 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

27-3023 News Analysts, Reporters, and Journalists

27-3031 Public Relations Specialists

27-3042 Technical Writers

27-3041 Editors

27-3043 Writers and Authors

27-3099 Media and Communication Workers, All

Other

1 MSA

16980 Chicago-Naperville-Elgin, IL-IN-WI

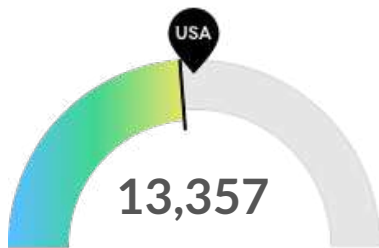
Class of Worker

QCEW Employees

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

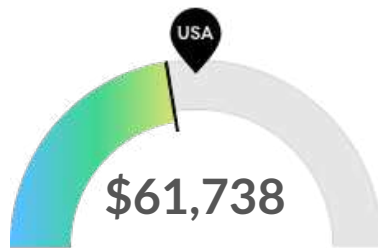
Executive Summary

Aggressive Job Posting Demand Over an Average Supply of Regional Jobs



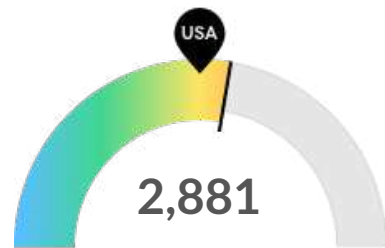
Jobs (2021)

Chicago-Naperville-Elgin, IL-IN-WI is about average for this kind of job. The national average for an area this size is 14,356* employees, while there are 13,357 here.



Compensation

Earnings are about average in Chicago-Naperville-Elgin, IL-IN-WI. The national median salary for your occupations is \$63,311, compared to \$61,738 here.



Job Posting Demand

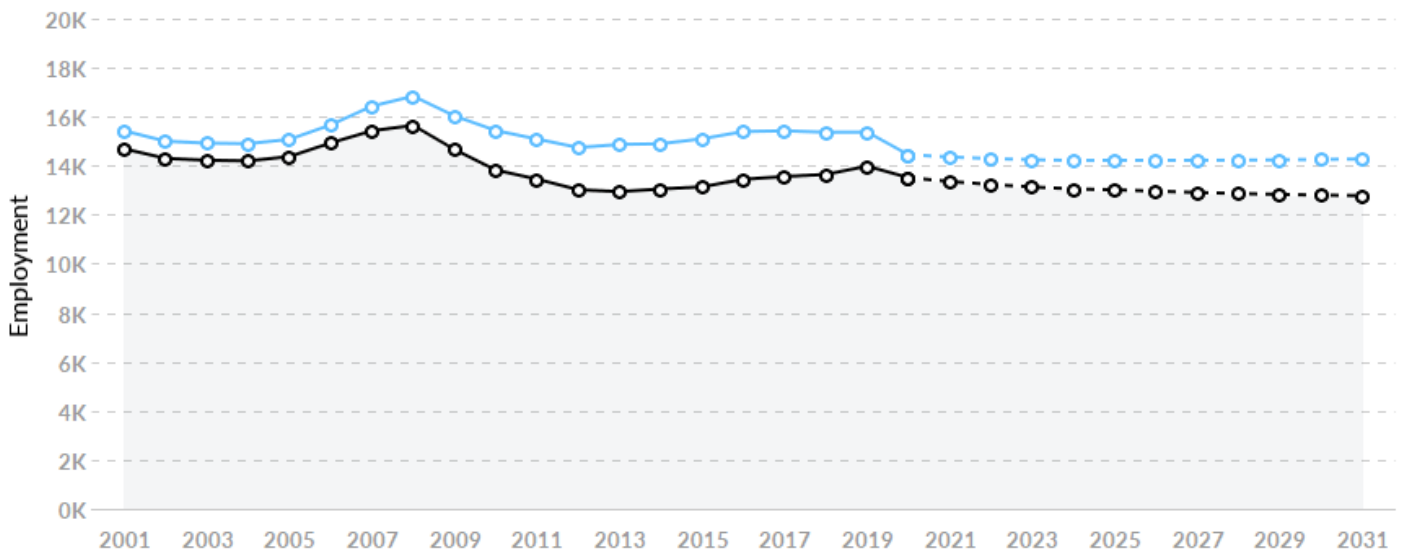
Job posting activity is high in Chicago-Naperville-Elgin, IL-IN-WI. The national average for an area this size is 2,482* job postings/mo, while there are 2,881 here.

*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 14,356* jobs, while there are 13,357 here.



Region	2021 Jobs	2026 Jobs	Change	% Change
● Chicago-Naperville-Elgin, IL-IN-WI	13,357	12,960	-397	-3.0%
● National Average	14,356	14,217	-139	-1.0%

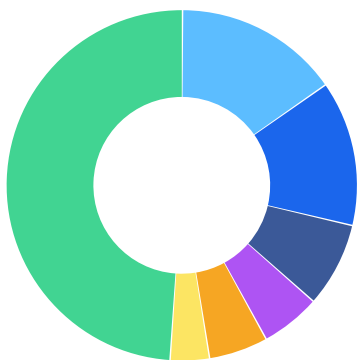
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Regional Breakdown



County	2021 Jobs
Cook County, IL	9,467
DuPage County, IL	1,518
Lake County, IL	725
Will County, IL	442
Lake County, IN	375

Most Jobs are Found in the Newspaper, Periodical, Book, and Directory Publishers Industry Sector

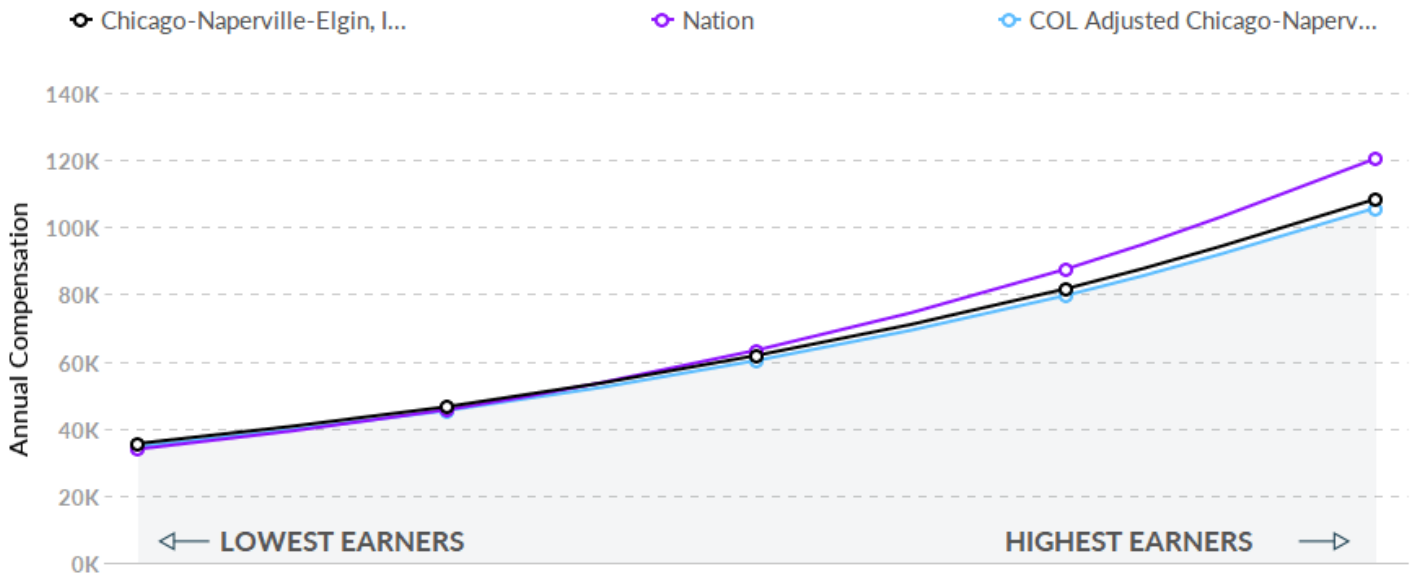


Industry	% of Occupation in Industry (2021)
Newspaper, Periodical, Book, and Directory Publishers	15.2%
Advertising, Public Relations, and Related Services	13.4%
Business, Professional, Labor, Political, and Similar Organizations	7.8%
Management, Scientific, and Technical Consulting Services	5.5%
Other Information Services	5.4%
Colleges, Universities, and Professional Schools	3.6%
Other	49.0%

Compensation

Regional Compensation Is 2% Lower Than National Compensation

For your occupations, the 2020 median wage in Chicago-Naperville-Elgin, IL-IN-WI is \$61,738, while the national median wage is \$63,311.



Job Posting Activity



11,069 Unique Job Postings

The number of unique postings for this job from Jan 2021 to Sep 2021.



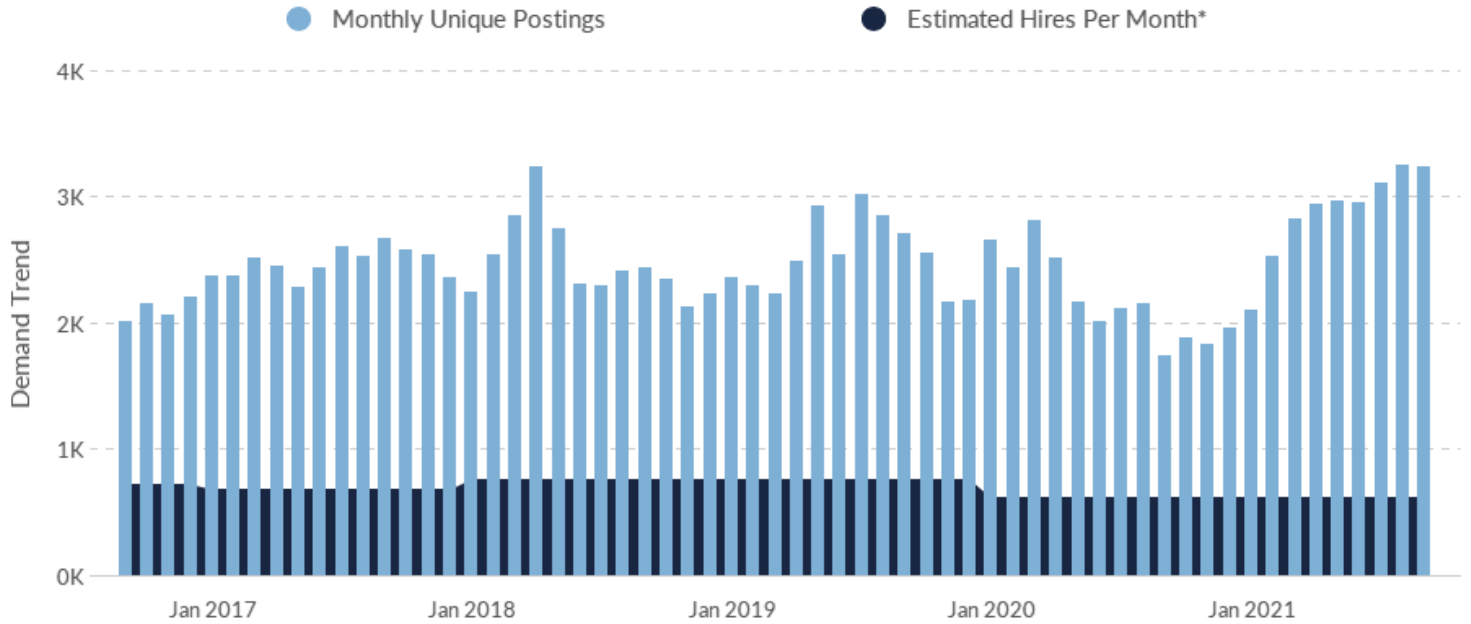
2,974 Employers Competing

All employers in the region who posted for this job from Jan 2021 to Sep 2021.












29 Day Median Duration

Posting duration is the same as what's typical in the region.



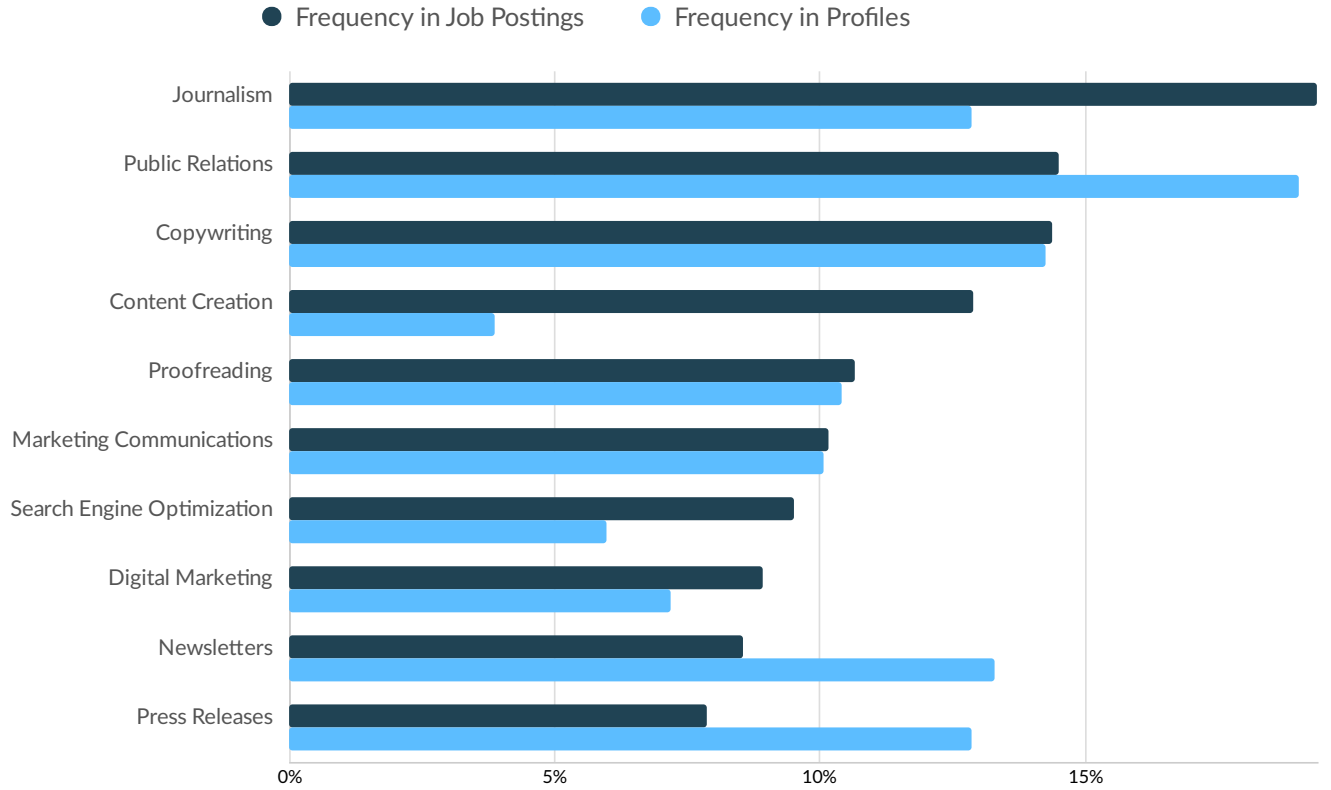
Occupation	Avg Monthly Postings (Jan 2021 - Sep 2021)	Avg Monthly Hires (Jan 2021 - Sep 2021)
Public Relations Specialists	1,779	289
Technical Writers	430	66
Editors	257	136
Writers and Authors	277	68
News Analysts, Reporters, and Journalists	134	33
Media and Communication Workers, All Other	3	23

*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. Emsi hires are calculated using a combination of Emsi 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
AbbVie Inc.	137 
Oracle Corporation	113 
Publicis Groupe	110 
The University of Chicago	107 
Creative Circle LLC	73 
MarketingCrossing	72 
Big Shoes Network Inc	61 
JPMorgan Chase & Co.	59 
Aquent LLC	58 
Allstate Corporation	50 

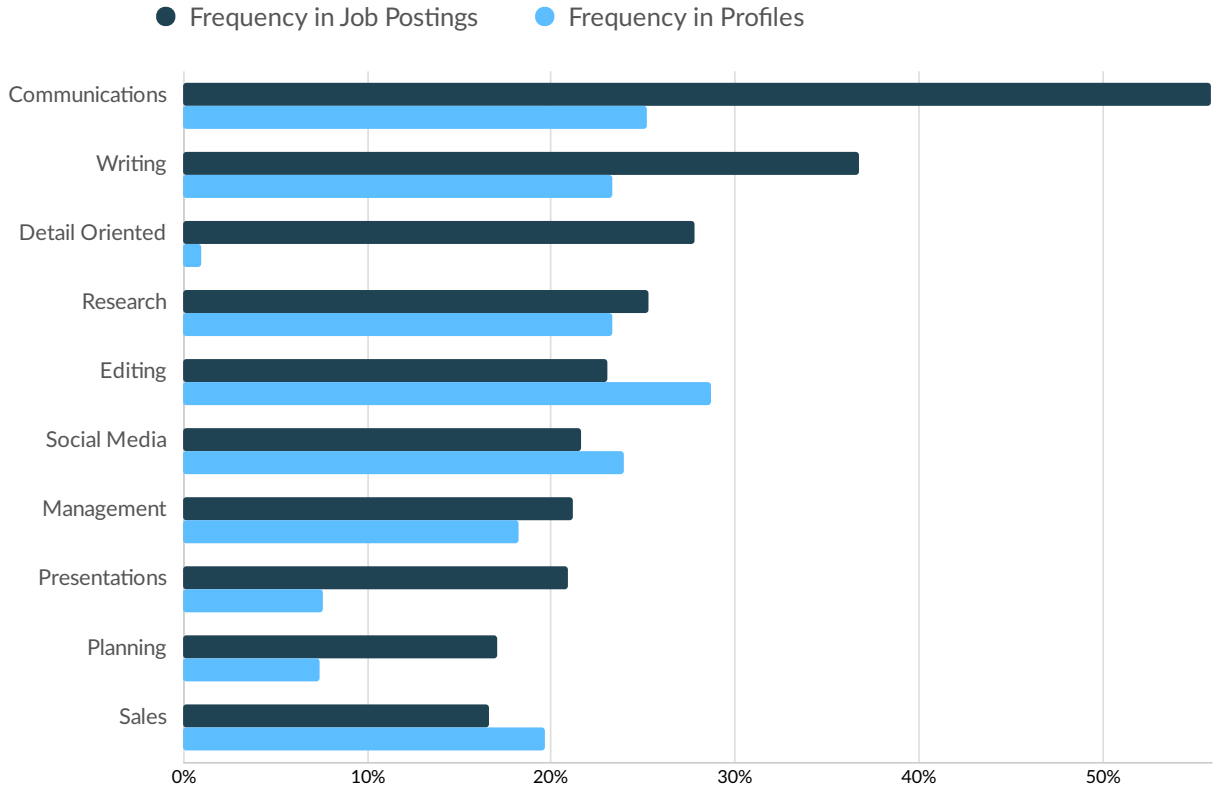
Top Job Titles	Unique Postings
Copywriters	521 
Technical Writers	380 
Marketing Coordinators	253 
Communications Specialists	230 
Content Writers	226 
Medical Writers	148 
Social Media Specialists	143 
Marketing Specialists	107 
Social Media Coordinators	100 
Communications Coordinators	86 

Top Hard Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Journalism	2,146	19%	5,628	13%
Public Relations	1,608	15%	8,333	19%
Copywriting	1,592	14%	6,243	14%
Content Creation	1,427	13%	1,694	4%
Proofreading	1,182	11%	4,563	10%
Marketing Communications	1,125	10%	4,409	10%
Search Engine Optimization	1,055	10%	2,623	6%
Digital Marketing	990	9%	3,147	7%
Newsletters	948	9%	5,828	13%
Press Releases	872	8%	5,630	13%

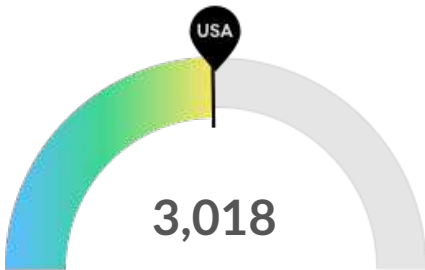
Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	6,193	56%	11,049	25%
Writing	4,068	37%	10,221	23%
Detail Oriented	3,083	28%	441	1%
Research	2,809	25%	10,226	23%
Editing	2,558	23%	12,559	29%
Social Media	2,398	22%	10,505	24%
Management	2,352	21%	7,973	18%
Presentations	2,321	21%	3,329	8%
Planning	1,890	17%	3,240	7%
Sales	1,839	17%	8,620	20%

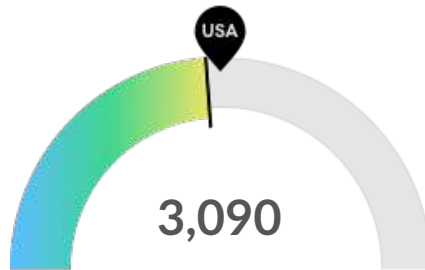
Demographics

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



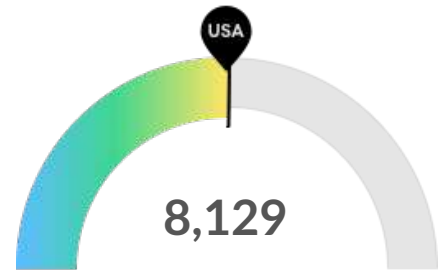
Retiring Soon

Retirement risk is about average in Chicago-Naperville-Elgin, IL-IN-WI. The national average for an area this size is 3,059* employees 55 or older, while there are 3,018 here.



Racial Diversity

Racial diversity is about average in Chicago-Naperville-Elgin, IL-IN-WI. The national average for an area this size is 3,301* racially diverse employees, while there are 3,090 here.

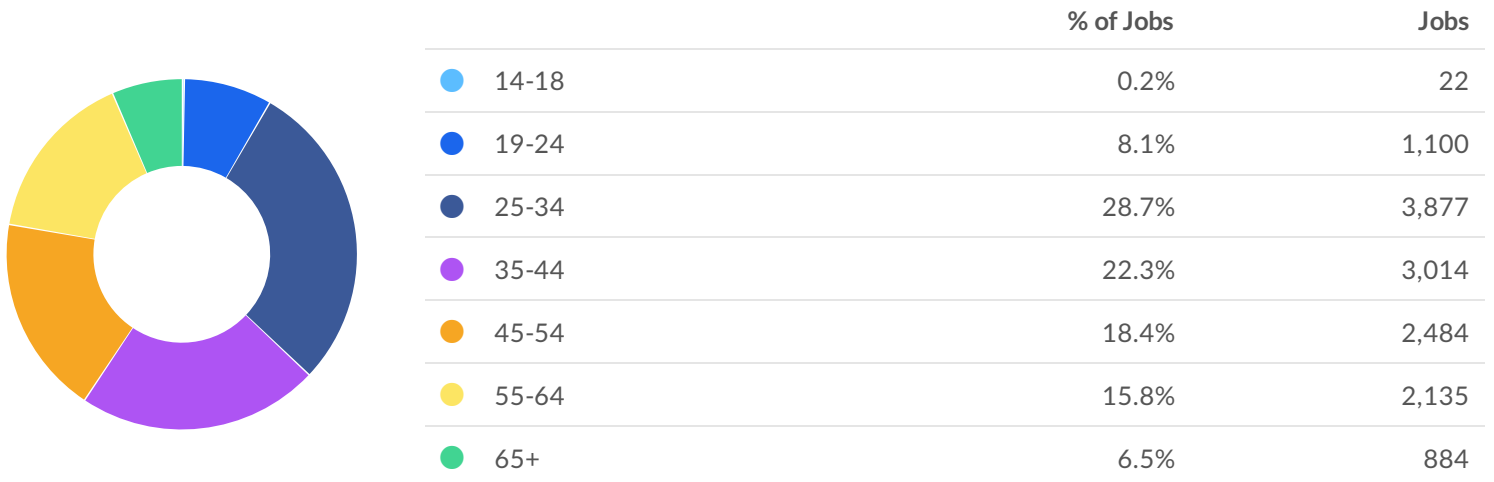


Gender Diversity

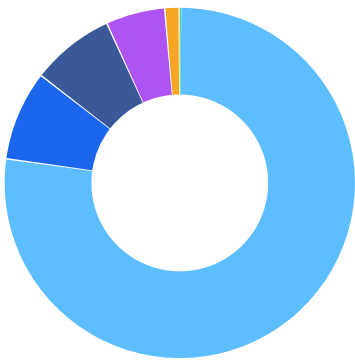
Gender diversity is about average in Chicago-Naperville-Elgin, IL-IN-WI. The national average for an area this size is 8,033* female employees, while there are 8,129 here.

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Occupation Age Breakdown

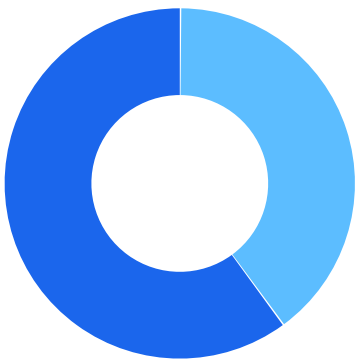


Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	77.1%	10,424
Hispanic or Latino	8.3%	1,119
Black or African American	7.7%	1,039
Asian	5.5%	737
Two or More Races	1.3%	178
American Indian or Alaska Native	0.1%	13
Native Hawaiian or Other Pacific Islander	0.0%	4

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	39.8%	5,385
Females	60.2%	8,129

Occupational Programs



44 Programs

Of the programs that can train for this job, 44 have produced completions in the last 5 years.



8,503 Completions (2020)

The completions from all regional institutions for all degree types.



1,256 Openings (2020)

The average number of openings for an occupation in the region is 593.

CIP Code	Top Programs	Completions (2020)
52.1401	Marketing/Marketing Management, General	1,467
45.1001	Political Science and Government, General	937
23.0101	English Language and Literature, General	863
09.0101	Speech Communication and Rhetoric	812
51.2201	Public Health, General	710
09.0401	Journalism	436
51.0701	Health/Health Care Administration/Management	416
09.0701	Radio and Television	392
09.0999	Public Relations, Advertising, and Applied Communication, ...	303
50.0501	Drama and Dramatics/Theatre Arts, General	249

Top Schools	Completions (2020)
Northwestern University	1,457 
DePaul University	981 
Loyola University Chicago	735 
University of Illinois Chicago	658 
Northern Illinois University	641 
Benedictine University	462 
Columbia College Chicago	321 
University of Chicago	270 
Northeastern Illinois University	223 
Purdue University Northwest	192 

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

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

Emsi 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.