The Talent Fairy surveyed our community of editorial leaders, managers, editors, writers, and other content creators about their experiences in the media industry, what they are looking for in their next role, and the brands they most admire. Here are the results based on 145 respondents. We hope that you’ll use this feedback to inform your editorial hiring practices in 2020.

**They Move Around A Lot**

88% of those who took our survey in 2019 are actively or casually looking for their next role in content. Yet, 79% feel like they are underpaid in their current role. Nearly 70% of editors feel that they are underpaid and 55% that they don’t have any opportunity for growth. So it’s not surprising that nearly 70% said they would want to move from their current role.

**And They Will Continue To Move**

78% of those who are employed said they would want to move from their current role. Of those who are currently self-employed, 67% would want to move. Of those who have been in their current role for more than 1 year, 66% would want to move. Nearly 70% of editors feel like they are underpaid in their current role and 51% feel like they don’t have any opportunity for growth. So it’s not surprising that a salary bump would be the most important thing to those who are looking for a new job.

**What They Want Most**

The top three things that they are looking for in their next role are:

1. More $$$
2. Flexibility
3. Quality of Health Insurance

**They Are Cautiously Optimistic**

88% of those who took our survey in 2019 are optimistic about the future of the industry. Nearly 70% of editors feel like they are underpaid in their current role and 51% feel like they don’t have any opportunity for growth. So it’s not surprising that a salary bump would be the most important thing to those who are looking for a new job.

**They Still Print**

Despite the declining print market, nearly 31% of editors still spend their time writing for print. Current markets, such as print newspapers, magazines where we asked, and book publishers, are still popular. Although they have been reducing, the decline has been slow. We asked them if they had any interest in working in the media or editorial sector, and nearly 70% said yes. The rest of the respondents were split between digital and print.

**They Have Lots of Brand Crushes**

Content marketing and editorial leadership are evolving in new ways that a person interested in editorial/content doesn’t have to be confined to traditional publishing jobs. They have a lot of brand crushes.

**Questions**

Who Took This Survey

I have been a print journalist for almost my entire career. I love it, but I would love to work remotely. The rest is all gravy.

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