

5 Occupations in San Diego-Chula Vista-Carlsbad, CA

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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, resumés, 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

5 Occupations

27-3099	Media and Communication Workers, All Other	11-2011	Advertising and Promotions Managers
27-2091	Disc Jockeys, Except Radio	27-3031	Public Relations Specialists
27-3011	Broadcast Announcers and Radio Disc Jockeys		

1 MSA

41740	San Diego-Chula Vista-Carlsbad, CA
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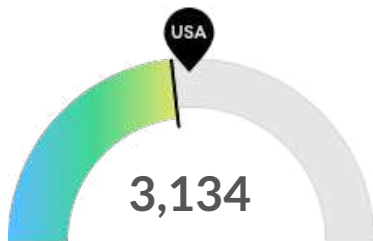
Class of Worker

QCEW Employees

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

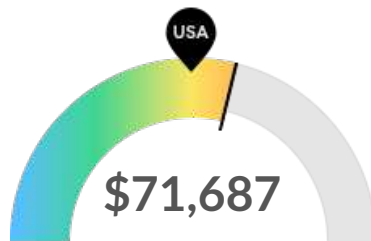
Executive Summary

Aggressive Job Posting Demand Over a Thin Supply of Regional Jobs



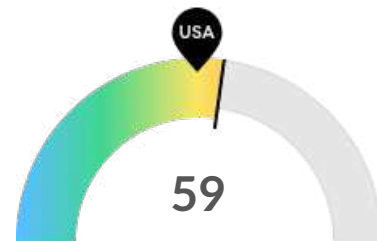
Jobs (2023)

San Diego-Chula Vista-Carlsbad, CA is not a hotspot for this kind of job. The national average for an area this size is 3,471* employees, while there are 3,134 here.



Compensation

Earnings are about average in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is \$66,280, compared to \$71,687 here.



Job Posting Demand

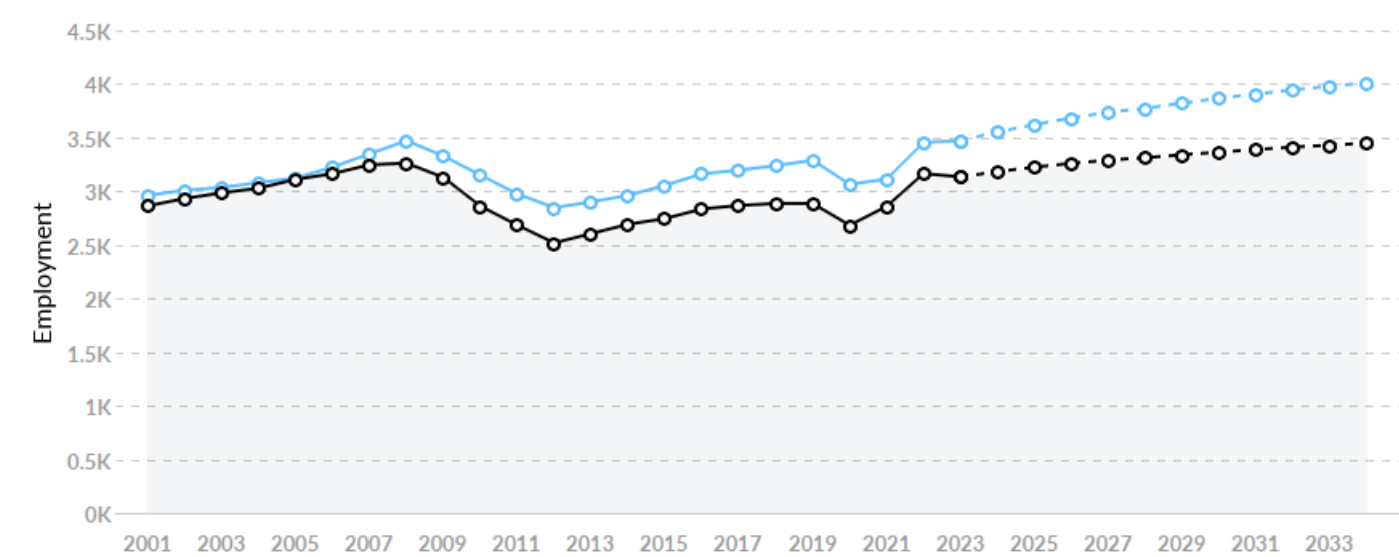
Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 52* job postings/mo, while there are 59 here.

*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 San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is About Equal to the National Average

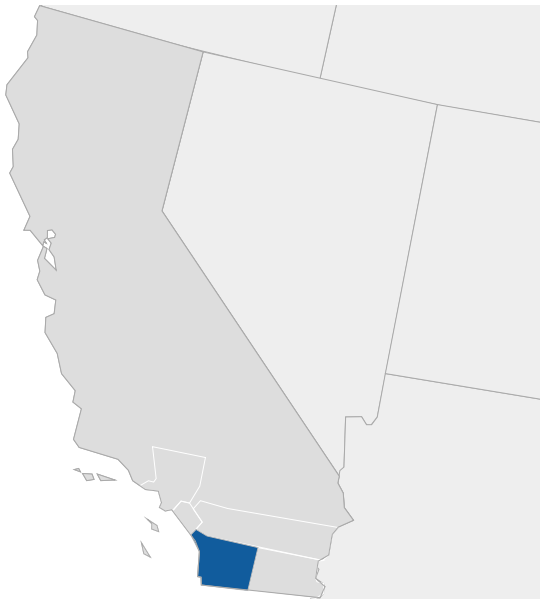
An average area of this size typically has 3,471* jobs, while there are 3,134 here.



	Region	2023 Jobs	2024 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	3,134	3,183	50	1.6%
●	National Average	3,471	3,553	82	2.4%

*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 San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



County	2023 Jobs
San Diego County, CA	3,134

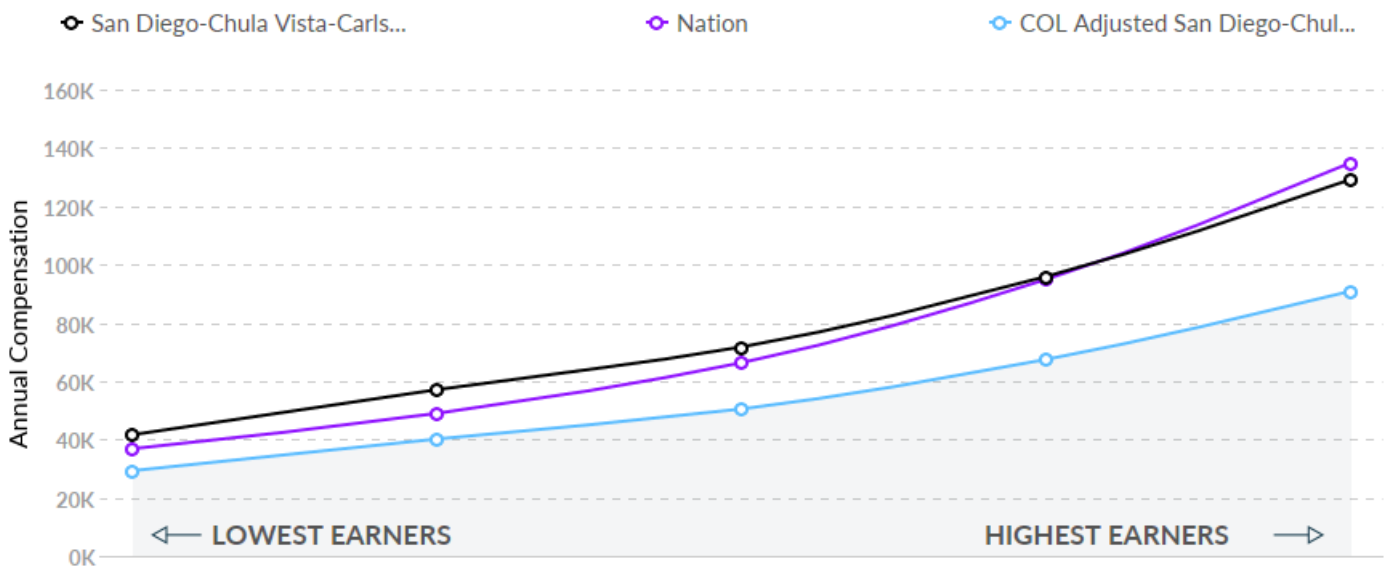
Most Jobs are Found in the Advertising, Public Relations, and Related Services Industry Sector



Compensation

Regional Compensation Is 8% Higher Than National Compensation

For your occupations, the 2023 median wage in San Diego-Chula Vista-Carlsbad, CA is \$71,687, while the national median wage is \$66,280.



Job Posting Activity



1,006 Unique Job Postings

The number of unique postings for this job from Jan 2023 to May 2024.



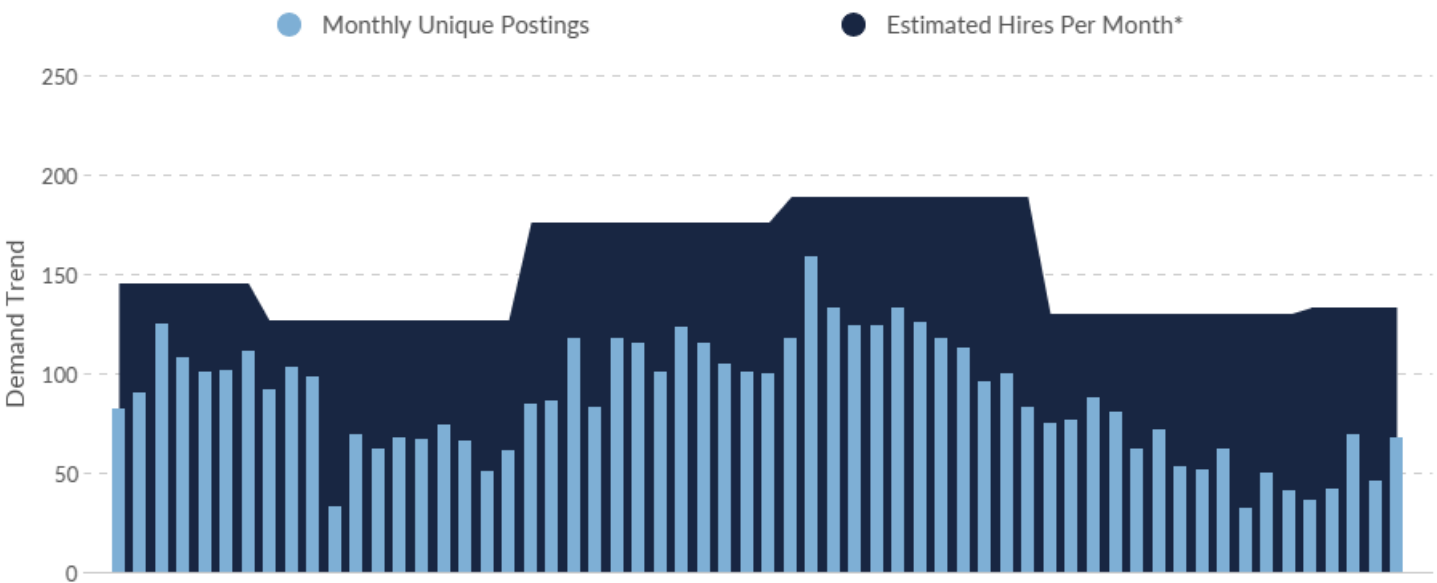
491 Employers Competing

All employers in the region who posted for this job from Jan 2023 to May 2024.



28 Day Median Duration

Posting duration is 1 day shorter than what's typical in the region.



Top Companies		Unique Postings	Top Job Titles		Unique Postings
University of California		34	Communications Specialists		68
The Super Dentists		29	Marketing Communications Spe...		42
California State University		17	Welcome Ambassadors		31
Rady Children's Hospital		12	Security Ambassadors		26
Sunrun		11	Telecommunications Specialists		23
Inter-Con Security Systems		9	Media Buyers		18
Sony Group		8	Move-in Coordinators		13
Aspire International Ltd.		7	Lead Ambassadors		12
Civilian Agency		7	Public Relations Specialists		11
Epsilon Systems		7	Digital Communications Speciali...		10

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

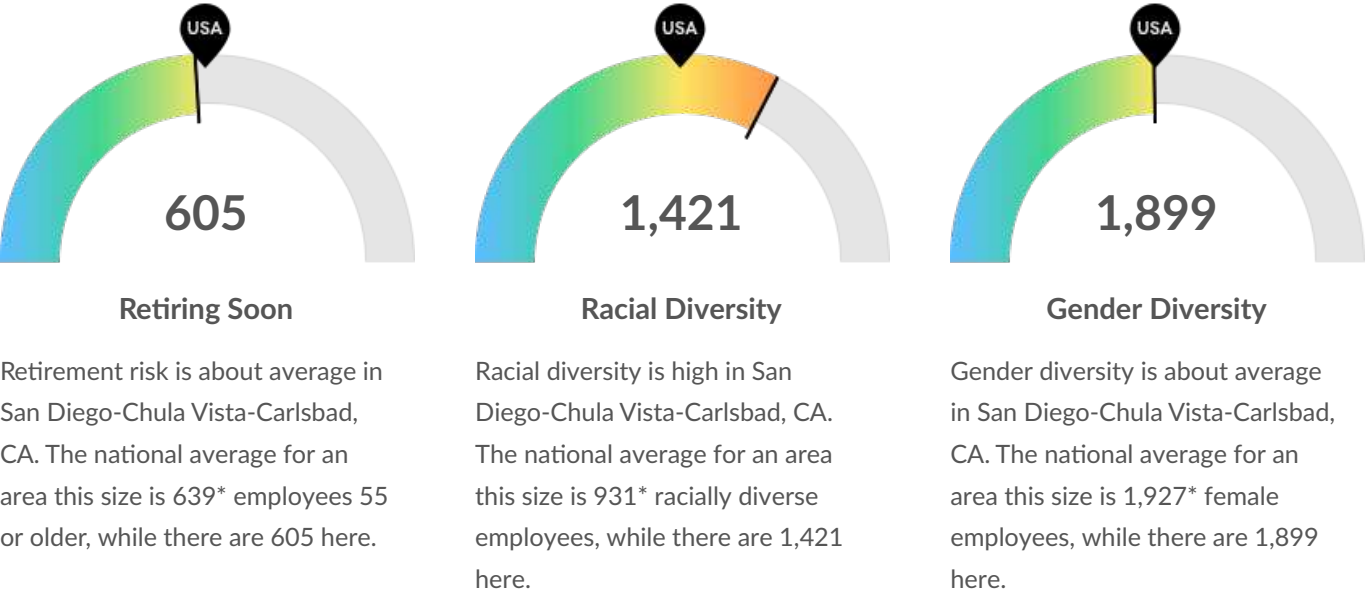
Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

Not enough data to display Necessary Skills for this occupation.

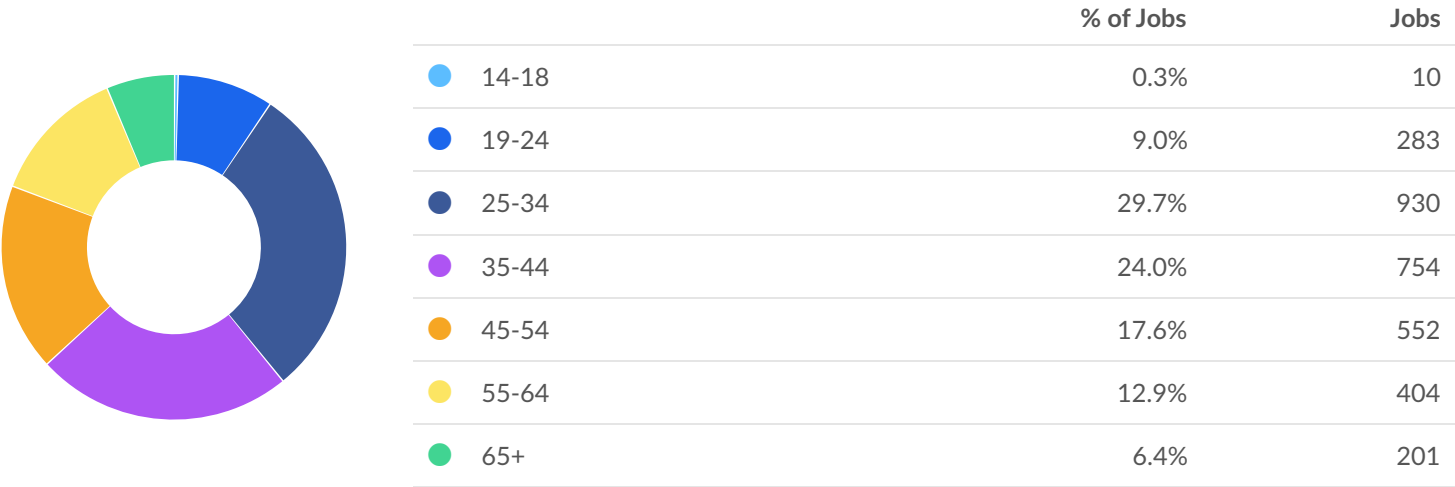
Demographics

Retirement Risk Is About Average, While Overall Diversity Is High

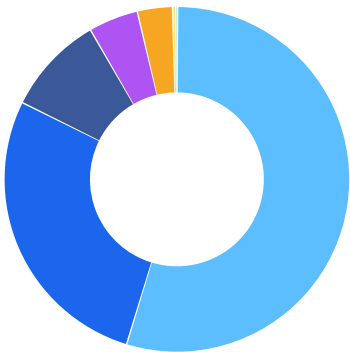


*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown

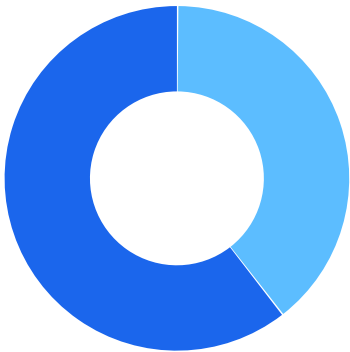


Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	54.6%	1,712
Hispanic or Latino	27.6%	865
Asian	9.3%	292
Black or African American	4.7%	146
Two or More Races	3.3%	103
American Indian or Alaska Native	0.3%	10
Native Hawaiian or Other Pacific Islander	0.2%	5

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	39.4%	1,235
Females	60.6%	1,899

Occupational Programs



24 Programs

Of the programs that can train for this job, 24 have produced completions in the last 5 years.



4,102 Completions (2023)

The completions from all regional institutions for all degree types.



310 Openings (2023)

The average number of openings for an occupation in the region is 256.

CIP Code	Top Programs	Completions (2023)	
45.1001	Political Science and Government, General	777	<div></div>
09.0101	Speech Communication and Rhetoric	732	<div></div>
51.0701	Health/Health Care Administration/Management	665	<div></div>
51.2201	Public Health, General	595	<div></div>
09.0100	Communication, General	413	<div></div>
09.0401	Journalism	226	<div></div>
09.0701	Radio and Television	203	<div></div>
51.2299	Public Health, Other	111	<div></div>
52.1401	Marketing/Marketing Management, General	103	<div></div>
10.9999	Communications Technologies/Technicians and Support Ser...	53	<div></div>

Top Schools	Completions (2023)	
San Diego State University	1,075	<div></div>
University of California-San Diego	734	<div></div>
Ashford University	713	<div></div>
California State University-San Marcos	328	<div></div>
University of San Diego	223	<div></div>
National University	215	<div></div>
Southwestern College	134	<div></div>
Palomar College	98	<div></div>
MiraCosta College	79	<div></div>
San Diego Mesa College	78	<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.